

AMERICAN

Call for Convention
LONGER OUTLOOK FOR CATTLE

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE



DECEMBER 1964

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Install Rope-Wick Oilers and control stock
pests automatically... the low-cost,
labor saving way. Cheaper than
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Exclusive...
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Trailer Units for farm
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Twelve models available... Capacities
from 100 to 2200 bu., per Hr.
Write for full information and prices NOW!
Dealer inquiries invited
Dealers & Farm Agents Wanted

AUTOMATIC EQUIPMENT MFG. CO.
BOX 185 PENDER NEB

SOIL BANK UNFAIR—We've had a good price this year and cash enough for expenses and even a bit for ourselves. My wife and I operate a family feeder calf outfit—no regular help, no mechanization, all native grasses and native hay. We feed cake from February to new grass.

This soil bank is sure making a lot of demand for outside rentals. I've had several chances to rent our grass, especially to farmers who have part or all of their cropland in this soil bank. (Doesn't sound either good or fair to me.) We don't even have land to rent to the government and haven't received any checks or subsidies for years. And the fact that my wife and I are still in

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Membership dues in the American National Cattleman's Association: 7 cents per head of cattle owned, \$10 minimum, annually.



the cow business with a 70-cow herd proves government help isn't needed. We also started from scratch as a common cowhand and wife; no relatives in farming to help. . . It did take over 35 years, though.—**Bert and Ida Hendershott**, Baldwin, N. D.

EXCELLENT REPORT—The cattle look fine down here on Cut Bank Creek at the headwaters of Marias River. Range conditions are ideal. The grass is good, well cured and plentiful in northwestern Montana on the east slope of the mountains. Most of the calves have been moved out and the cows are in excellent condition.—**Mrs. Eldon Hofland**, Cut Bank, Mont.

ABUNDANT RAIN—We have had about 20 inches of rain in most of south Texas since Sept. 1. This equals our annual average rainfall. Country and cattle are in fine shape.—**Albert E. Gates**, Laredo, Tex.

EXCELLENT YEAR—Enjoy the Producer and Cow Business and feel they are a vital part of any ranch enterprise. We have had an excellent year and winter grass is excellent.—**Ed Heringa**, Clayton, N. M.

DRY—Everything very dry; the weather has been unusually warm and cattle are coming off the range in good shape.—**Ken Sadilek**, Rowland, Nev.

INSIDE BULL—On the very day we read the interesting article in the November Producer (Page 28) by Eddie Olynuk, titled "Inside Bovine," we read the enclosed clipping in The Oregonian, newspaper published in Portland, and wondered what Mr. MacEwan would have done had he chosen this bull for his demonstration! We enjoy the Producer very much and always read it from cover to cover.—**Mr. and Mrs. Alvin Quaale**, Fossil, Ore.

Here's the gist of the story from The Oregonian:

"Employees of the Christensen Meat Co., Tillamook, said a bull's stomach contained among other things: someone's gold bridgework, half an inner-tube, two plastic bags, 9 pennies, a rubber cowboy doll, a toy wrist watch, fishing spinner complete with beads, 5 clothespins, 6 can lids, a 4-inch stack of bobby pins, 24 bottle caps, 2 earrings, 2 hypo needles, shell casings, a lava-lie, 2 rubber heels from men's shoes, 5 coffee can bands, a key chain, some children's "jacks", part of a pop bottle, safety pins, a gold watch band and 16 nails."—Ed.

AMERICAN CATTLE PRODUCER

The Lookout

OPTIMISM COULD DISAPPEAR

The number of cattle in the country on Jan. 1, 1959, will be near the high mark set in 1956 (96.8 million) and could equal or exceed it. Thereafter, new highs will be attained. The cattle inventory will likely hit 100 million by 1960, or 1961 at the latest, says USDA. Its outlook continues:

According to past experience, the longer prospects would be for the cattle industry to go through its usual sequence, which would start with a heyday of high prices and overexpansion and would be followed by the inevitable price collapse and distress.

But this pattern may not be followed. Prices of cattle in 1958 and those likely in 1959 doubtless exceed the longer run prospect. A reduction is almost certain to occur at some time in the future. On the other hand, the expansion now under way has not attained a dangerous speed. If the total cow herd is up less than a million head on Jan. 1, the growth will be no more than that of the consuming population. There is at least a possibility that the rate of growth in this cycle will not be excessive, and that the later price decline will not be extreme.

Cattle feeding lies at the heart of this hopeful possibility. The great gains in efficiency in the industry in the past 10 or 15 years have been largely on the feeding side. These alone have provided an advantage to feeding compared with the breeding side. Abundance of feed during the past few years gave a special boost to feeding. As a result, feeding gained a strong competitive position in the industry. Shifts from breeding to feeding operations were influential in chocking off the last cyclical expansion in cattle breeding herds after about 1953. The new cyclical upturn is occurring more in young stock than in breeding herds, and strong demand for cattle for feeding has helped to bring it about.

The influence of feeding shows up in the strong competitive demand it creates for heifer calves for feeding. Feeders were able to bid some heifer calves away from breeders in 1958 and they probably will do so again in 1959. When heifers go into feedlots instead of to breeding, the increase in the cow herd is obviously retarded.

Feeding has also added so much to beef supply that supplies per person will almost surely remain much larger in this cycle than in the last one. Consumption per person may stay within a few pounds of the 80.5-pound figure now in sight for 1958. In 1951, by contrast, consumption dropped to 56 pounds.

This bigger supply of beef should prevent the cyclical price boom in cattle from reaching the proportions it sometimes does. It may thereby also prevent so much price decline later.

If the feeding enterprise should prove the more attractive during the next several years, the rate of expansion in breeding herds could be held within bounds. In this event, prices of cattle would remain fairly high for a few years.

This optimism would disappear if a truly speculative expansion should develop. Once one is under way all caution is abandoned. Such a boom feeds on itself, in disregard of longer-range economic values. Its outcome is always damaging. It should be prevented if at all possible.



The January 1959 Producer will be about 10 days late so we may give you an up-to-the minute report on the Omaha American National meeting January 15-17.



AMERICAN NATIONAL CATTLEMEN WELCOME TO OMAHA

World's Largest Livestock Market
and Meatpacking Center

THE OMAHA LIVESTOCK MARKET has been serving western range cattlemen for 75 years.

OMAHA . . . GATEWAY TO THE CORN BELT . . . is the natural meeting place for western producers and Corn Belt feeders. Each year, more and more livestock feeders are turning to Omaha for their requirements.

SHIP YOURS TO OMAHA . . . where the ever-increasing number of Corn Belt buyers are looking for good quality stockers and feeders.

WE WILL SEE YOU AT THE CONVENTION

75 years of SERVICE to the Livestock Industry



**OMAHA became the leader
by SERVING YOU BETTER**

UNION STOCK YARDS COMPANY

CALL FOR CONVENTION

TO MEMBERS OF THE AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, AFFILIATED ASSOCIATIONS AND STOCKMEN GENERALLY.

Call is hereby issued for the 62nd annual convention of the American National Cattlemen's Association to be held Jan. 15-17, 1959, at Omaha, Nebr., with headquarters at the Sheraton-Fontenelle Hotel.

There will be an executive committee meeting Wednesday, Jan. 14, at the Sheraton-Fontenelle.

* * *

Again this year I am happy to be able to say that the Department of Agriculture's optimistic five-year outlook issued in 1956 is still holding true. Since that time, the industry has operated on a satisfactory level, and again for this year the federal experts are predicting a generally good outlook.

Our greatest concern now has to do with overconfidence which may lead to overproduction. It is our hope that cattlemen generally may see the handwriting on the wall and exercise self-restraint and in building their herds will try their best to hold cattle supply only to the growing population demand.

ARE CYCLES INEVITABLE?

CATTLE NUMBERS: We are anticipating an increase this year of three or four million head, basically in breeding stock and younger animals. Slaughter is down, ranges and feed supplies are better than expected, and pressure for turning animals to satisfy financial obligations is less than in most of the recent years. It is predicted that a price structure similar to this year's will prevail into 1959 and possibly into 1960 unless drouth returns or marketings fluctuate sufficiently to cause "panicky" selling.

There is increasing feeling that the traditional cattle cycles are not necessarily inevitable. Progress in range feed, silage and irrigated pasture development have proved that weather is not the extreme factor it once was. And cattlemen—furnished with better information and the bad experiences of two major swings in recent memory—are becoming increasingly aware that their own individual practices do have a bearing on the over-all number and price situation. The American National's fact-finding committee has made cycles—and the cycles within a cycle—a major study. Its findings are to be reported to you at this convention.

Because of reduced slaughter and consequently better prices, there have been great increases in imports of live cattle from Canada and Mexico and of dressed beef from Australia and New Zealand. These imports are causing locally disrupted markets, penalizing producers and feeders in those areas, and have spread to the national situation to the tune of an estimated \$1.50 per cwt. deduction from the potential price for all live cattle marketed in the past 12-14 months. It does not appear likely, or prudent, that the industry can make good claim for tariff protection under the "escape clause" at this time. Nor does it appear likely that even a major increase in tariff, even if allowed, would deter these in-shippments—our price levels are sufficiently high to allow for substantial profits for foreign producers. The American National's fact-finding committee has undertaken an extensive study to determine at what point, in numbers marketed and prices received, imports begin to have critical and disastrous effect upon domestic cattlemen.

The shift in cattle production and feeding away from the traditional western ranges and Corn Belt needs considerable attention. Drouth replacement to "normal" levels

in the West is complicated by the build-up of numbers in all other states, particularly in the Southeast. New feeding areas (with the South a great unknown potential) are creating complications for old, established feeding areas. Changes in operations of established range and feeding areas may be necessary to cope successfully with the beef production shift. Within this problem, and the one discussed below, is that of securing for the producer and feeder adequate market and trend information. To this end, the American National is working hard for increased extent and efficiency in reporting of cattle industry facts by the Department of Agriculture and other sources. Now, as never before, is the cattleman required to keep fully informed throughout the year—not just at weaning or sales time.

SHIFTS CALL FOR STUDY

MARKETING: The increasing shift away from the central, terminal markets to other channels of selling livestock is a matter of concern for many. The American National has always maintained that all avenues of sales must be kept open and competitive, but it is concerned that the shift may not be fully recognized and understood. With this shift, better information is absolutely necessary, as discussed above.

Some alarm is being shown by the industry for the prospects of vertical integration "invading" the cattle field. Few stockmen feel that it will come to the cattle industry to the same extent as it has to the poultry and swine industries. Nevertheless, anything that changes the pattern of the "competition" will affect the cattle industry—and, obviously, any establishment of vertical integration in cattle will have an affect on the over-all cattle industry.

Shifts in transportation patterns and methods for cattle and beef also create new problems. Truck transportation is displacing rail in many areas. However, the current attempts to upset the balance of rail rates between live cattle and dressed meat to various areas, notably from the Midwest to the West Coast, can only lead to disruption of normal marketings in many areas.

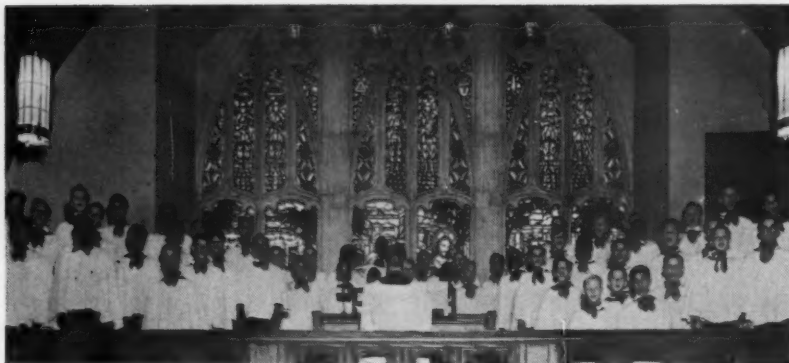
25 MILLION ACRES ALREADY

"WILDERNESS BILL"—PUBLIC LAND USE: For many years the wise, balanced use of the public lands for the good of all the nation has been a hard-fought battle. The principle of "multiple-use"—the sharing of resources and facilities—has only recently become generally accepted among the livestock, timber, mineral, water and recreation interests. The proposals contained in S. 4028, the "Wilderness Preservation" bill, would endanger that multiple-use principle by writing into law that wilderness needs will be paramount to all other considerations. The bill would permanently lock the gates on vast areas of public lands, bar any road-building or other man-made facilities, and, in effect, restrict their use to the very few persons hardy or wealthy enough to hike or pack into the areas.

The economies of many western communities, counties and states are almost entirely dependent upon the revenues accruing to them from refunds on public land-use fees or from the taxes and payrolls generated by those industries using the lands. Already nearly 25,000,000 acres are set aside as "wilderness" in the national forests and national parks. This is more than enough to satisfy any reasonable needs for generations to come. Extension of these areas would not only be needless but expensive, because our nation already seems unable to raise sufficient funds to keep ahead of the pressure of tourists who would be even more jammed into remaining "open" recreation facilities.

(Continued on Page 15)

THE PROGRAM AT OMAHA



SONGS by the Boys Town choir will be one of the extras at the American National convention in Omaha. The youngsters will sing at the banquet the night of Jan. 17. Boys Town, founded by Father Flanagan in 1917, is a home and school for homeless, abandoned, neglected and underprivileged boys of every race, color and creed. It started in a two-story house at 25th and Dodge Streets, Omaha, on a borrowed \$90.

JUNIORS WELCOME

The 13th annual meeting of the Junior American National Cattle-men's Association will be held in Omaha on Jan. 15-17 in conjunction with the American National Cattle-men's Association convention.

I should like to make this a personal invitation to every Junior and prospective Junior to attend our meetings.

Make your plans now to attend the convention in Omaha and experience three of the most fulfilled and educational days of the year.

Along with the other officers of the Junior American National, I am looking forward to meeting you in Omaha.

Ralph D. Jones, President

A preliminary program of the 62nd annual convention of the American National Cattle-men's Association at Omaha includes the following:

January 14: Registration all day; 7:30 p. m.—Executive committee meeting; 7 p. m.—Ladies' reception.

January 15: Morning—General session featuring a report of the association's fact-finding committee. Noon—Ladies' luncheon. Afternoon—Committee meetings. Evening—Reception and

buffet supper at the Livestock Exchange Building.

January 16: CowBelle Breakfast. Morning—General session, featuring nationally known speakers. Afternoon—General session, featuring a panel on research into feeding, production, marketing.

January 17: Morning—General session, with committee reports, resolutions, discussion and election. Evening—Banquet, entertainment, dance.

The speaking program will include Dr. Wm. G. Robertson of the Schering Corp., on tranquilizers; Wm. M. Beeson, Purdue University professor, on feeding, Dr. H. J. Hill, formerly with the Colorado State University and now with Armour's beef cattle improvement program on artificial insemination, Dr. O. D. Butler of the Texas A&M College, on carcass evaluation, and Clayton Rand, publisher, Gulfport, Miss., noted speaker.

Slated for the first morning's session are the president's address by G. R. "Jack" Milburn, Grassrange, Mont., the secretary's report by Executive Secretary Radford Hall, and the report of the fact-finding committee by Herrell DeGraff, professor at Cornell and research director of American National's fact-finding committee.

SPECIAL TRAIN

There will undoubtedly be many members who will want to go to the National Western Stock Show in Denver after the convention.

Therefore, an arrangement has been made with the Burlington Railroad to run special Pullman cars to Denver immediately after the convention.

These cars will leave Omaha about 11:30 p. m. Saturday night, Jan. 17 and will arrive in Denver Sunday morning about 8:30.

Stockmen wanting to use this service should have their tickets routed via CB&Q between Omaha and Denver. In

most instances, tickets originating in the Northwest, West and Southwest may be routed via Denver in one or both directions at no additional cost. Stockmen from east, north or south of Omaha may make the destination of their ticket Denver, which will permit stopover in Omaha at a small additional cost. See your local railroad agent for exact rail and Pullman fares.

To make your reservation, just fill in the information requested below and mail to the American National Cattle-men's Association, 801 East 17th Ave., Denver 18, Colo.

Accommodations desired: Roomette ☐, bedroom for 1 ☐, bedroom for 2 ☐, compartment for 2 ☐, drawing room for 2 ☐, on the American National special cars Omaha to Denver Saturday night, Jan. 17. Others in my party will be:

Name _____

P. O. Box _____

Town _____

State _____

Special programs are planned by the National CowBelles and the Junior American National Cattle-men's Association members.

As a reminder: The American National is made up of 29 state cattle-men's associations and 120 county and regional organizations. Also forming the strength and support of the association are thousands of individual ranchers and feeders in 40 states who are direct members.

The National provides representation in Washington on many subjects, some of which are covered by a listing of the standing and special committees: Fact-finding, research, marketing, public relations, transportation, tax, feeder, sanitation, brand and theft and beef grading.

Cattlemen who have not made reservations for the convention in Omaha, should do so at once. Write to Roy Lilley, American National Cattle-men's Association, 801 East 17th Ave., Denver 18, Colo. All cattlemen are invited.

AMERICAN CATTLE PRODUCER

Meat Production on Its Way Up

For more than two years cattle and hog prices have trended upward together. In 1959, according to USDA's forecast, they will take separate courses. Prices of cattle will likely hold up well but prices of hogs will decline considerably.

Prices of sheep and lambs, which always are influenced by the general level of cattle prices, will probably remain fairly stable in 1959.

Production of cattle is now on an upturn. The inventory Jan. 1, 1959, will be at least two to three million head above January 1958. Half to two-thirds of the increase will be in calves. Not all the additional calves will be slaughtered during 1959, as more than

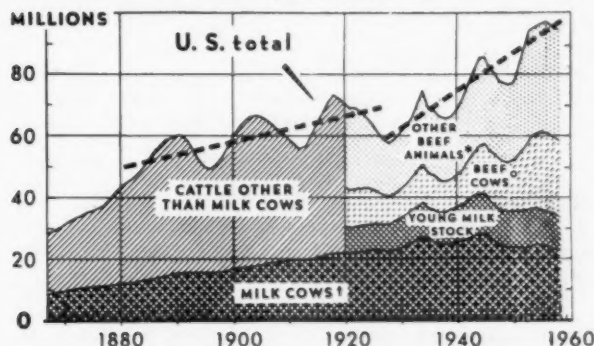
usual will be retained for breeding or later feeding. Since cow slaughter will likely remain rather small it is expected that total cattle slaughter in 1959 will not increase greatly. Should this hold true, it will likely put a firm support under prices of cattle during the year. Danger of the usual severe cyclical break in prices is still some distance in the future.

Fed cattle will show less price strength than other classes. Cattle feeding remains at high volume, and cattle are being fed near record weights. The supply of beef available for consumption in 1959 probably will remain close to the 80.5 pounds per person estimated for 1958.

Greatest price strength will be in feeder and breeding stock, just as it has been in 1958. Chief reason lies in the abundance of low-cost feed. The bumper 1958 feed harvest, second in consecutive years, has given another boost to demand for feeder stock, especially calves. Higher calf prices are in turn reflected in higher prices for cows. Both cow and calf prices are unusually high relative to slaughter steer prices. They probably will stay high.

Movement of cattle in feedlots was slow to get under way in late summer this year but proceeded fast beginning in early fall. The Jan. 1, 1959, inventory of cattle on feed will almost cer-

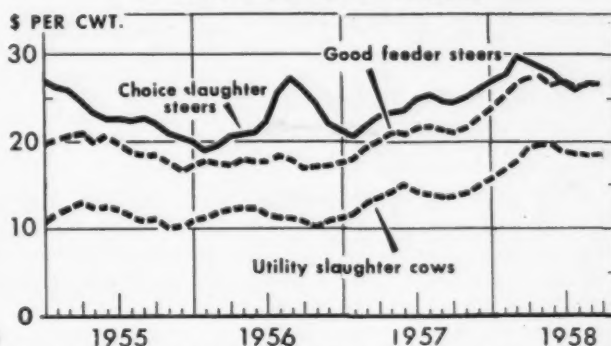
CATTLE INVENTORY



* Heifers & calves not for milk, and all steers & bulls. The beef cows

CATTLE POPULATION in the United States has fluctuated cyclically since about 1880. It has also trended upward. Until the late 1920's the upward growth was rather slow. Since then it has been faster. The trend continues upward. The cyclical downswing that began in 1956 lasted only two years. Numbers are now increasing. The inventory Jan. 1, 1959, will be near the high mark of 1956. A further increase is expected the next few years.

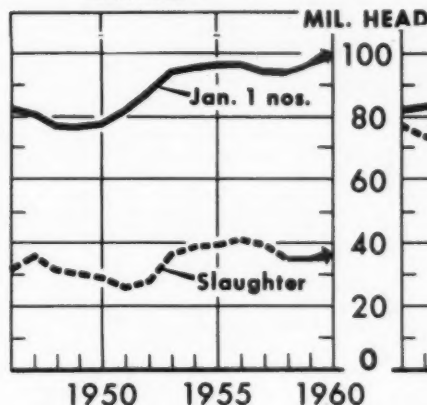
STEER AND COW PRICES



are 2 yrs. & older not for milk. Milk cows, 2 yrs. & older for milk.

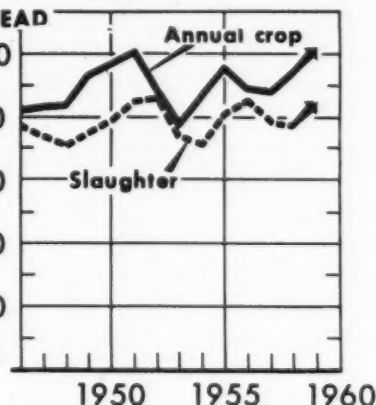
PRICES of all classes of cattle have risen since 1956. Biggest gains have been in cows and feeders, least in high grade fed cattle. However, abundant feed and a great volume of cattle feeding have accentuated the difference. In the summer of 1958, good feeder steers at Kansas City sold for more (per cwt.) than choice fed steers at Chicago. Only once before (in 1933) in records going back to 1921 was this true.

CATTLE . . .

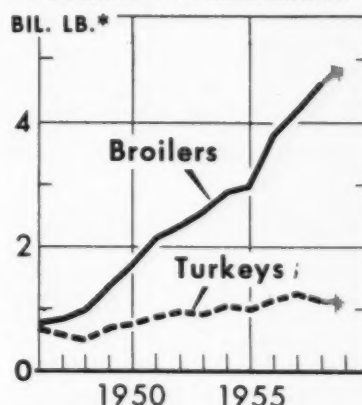


USDA charts

HOG . . .



POULTRY PRODUCTION



* Dressed weight

CATTLE NUMBERS, after declining two years, will be up next year but slaughter is not likely to follow suit for at least another year. Spurred by exceptionally high

hog-corn ration, pig production this fall increased sharply and is likely to continue up in 1959. Broiler production is expected to rise further next year.

tainly exceed last January and may set a new high. Prices of fed cattle may strengthen temporarily late in 1958 but a seasonal decline appears probable this winter, in contrast with the steady advance to a March peak that took place last winter. It will be touch-and-go as to whether feeders earn more than a normal or average profit in their feeding for later winter or spring sale. Prospects appear somewhat brighter for returns from sales later in the year.

Prices of hogs will be lower in 1959 because production is increasing. Farmers' intentions point to at least a 14 per cent larger 1958 fall pig crop. Extent of price reductions will depend on how much farrowings are increased in the spring season.

Numbers of sheep and lambs are being increased during 1958 by around one and a half to two million head, and the uptrend will likely continue in 1959. Prices may average almost as high in 1959 as in 1958. A downturn may be expected to accompany a downturn in cattle prices in some future year.

PROFITS IN FEEDING

Net returns in six standard Corn Belt feeding programs ranged from \$39 to \$111 per head last season. These were the highest returns for several years, and were much above average.

Highest profits were in short-feeding of heavy steers for March-May sale. A heavy-steer program is always highly speculative. When sales are made at near-peak prices, profits can be high indeed. This was true last spring. Later in 1958, when spring-purchased cattle were sold on the lower-priced late-summer market, profits in short feeding were much smaller.

Noteworthy in profit patterns last year was the favorable showing for feeding of good yearling steers for April-June sale. This program returned \$70 profit per head. In many years recently this, the most traditional of all Corn Belt programs, has been one of the less profitable. Last season saw it regain status, temporarily at least.

Long-feeding of steer calves, on the other hand, was one of the least profitable last year. In most years since World War II it has been among the best. The decline in slaughter prices last summer cut into long-feeding profits.

SUBSTANTIAL IMPORTS

Imports of cattle into the United States in 1958 will total more than a million head. This will exceed the previous record of 764,000 in 1939. The USDA report continues:

From January to September, 406,000 cattle were imported from Canada and 328,000 from Mexico. Last year's totals, according to inspection data, were 393,000 from Canada and 343,000 from Mexico.

Imports of beef and veal averaged

about three times last year's rate for January-September. Pork imports were up 30 per cent.

The volume of cattle and beef imports in any year is largely a reflection of the cattle cycle. When slaughter is down in the United States and prices up, imports increase. When slaughter rises later, imports decline. Increased imports in 1958 have been in accord with this pattern. Unfavorable weather in parts of western Canada also contributed to larger movement of cattle to the United States in 1958.

In 1958, combined imports of cattle and beef are equivalent to 8 per cent of United States production. This exceeds the previous 6 per cent set in 1951.

Canada's out-shipments of cattle reduced that country's inventories of steers and heifers early in 1958. The number of those classes on farms on June 1 was down from 1957. But the number of cows and of calves was maintained. It therefore seems likely that sizable supplies of feeder cattle from Canada will again be available in 1959. Although the 1958 volume of imports will hardly be repeated in 1959, the number of cattle brought in will be substantial.

FEED BIG FACTOR

Abundance of feed is the big factor in the beef cattle outlook.

It is lifting cattle and calf prices to an unusually high relationship to prices of fed cattle.

It is preventing a large number of heifers and heifer calves from going into the cow herd.

The comparisons of the two years 1958 and 1949 (both the first year of cyclical expansion in numbers and therefore directly comparable) makes the picture clear.

The table gives prices of cattle and feedstuffs, October 1958 compared with October 1949:

Item	October 1958 Dollars	October 1949 Dollars	Percent- age change Percent
Slaughter cattle prices, Chi., cwt.			
Choice steers	26.67	29.63	-10.0
Utility cows	18.66	15.15	23.2
Feeder cattle prices, K. C., cwt.			
Good steers, 500-800 lb.	26.77	21.25	26.0
Good and choice calves			
Steer	33.49	24.50	36.7
Heifer	30.01	23.25	29.1
Feedstuffs, U. S. prices received by farmers			
Corn bu.	1.04	1.09	- 4.6
Oats bu.562	.623	- 9.8
Barley bu.865	1.07	-19.2
Grain sorghums 100 lb.	1.57	1.72	- 8.7
Soybean meal, 100 lb.	4.26	4.69	- 9.2
Alfalfa hay ton	18.40	23.20	-20.7

THE PUBLIC . . . AND YOU

BY
LYLE LIGGETT

Every cub reporter and journalism student is taught the rule of the "Five W's and the H" for constructing a news story.

Who, What, Where, When, Why and How. Answer those questions and the story is basically complete.

We might use the 5W-H rule to help us determine policy and methods for cattle industry publicity and public relations, particularly on the local level. Too frequently we need, or want, to do something in the field of public relations—and we don't know which avenue is best.

Let's take Who for a starter. Whom are we trying to reach, to impress? If it be the general public then several methods could be used. Is it fellow ranchers we are trying to interest in membership? There are many "publics"—and each requires a different plan.

What are we trying to say or do? This is the hardest W to answer because each circumstance, each audience, requires thought and planning to avoid merely repeating the "same old story." Analysis of the subject to be discussed in relationship to the other parts of the 5W-H rule will result in a fresh, thought—and action—provoking approach.

Why? Any public relations activity must have a purpose. What is the reason that the news story is being written, the speech being delivered, the booklet or movie being produced?

When—timing—is all-important. A convention report has scant news value even two days later. Anticipation of a situation or the move of our critics can often gain unusual return—benefits lost if we must "follow" and thus become defensive in the public's view.

Where? Where do we need our public relations; where is our strength and our weakness? A good look at many of our problems will reveal that not all of the misunderstanding of the cow business is in the big cities or in the "non-cow" country east of the Mississippi.

How? This is the big one. It involves money, staff, technique. After we have decided whom we are trying to reach, what we are trying to say and why, when we are to say it and where, then we must decide upon the proper channel of communication. Is it a simple news story? A special radio program? A new booklet or a movie? A speech? Letter-writing campaign? Personal visit? There are many "tools" to be used in achieving better public relations, and we must decide in every case just how we are going to use them.

This all may sound too simple (or too complicated), but it is a formula that must be applied to every public relations problems for this or any industry.

AMERICAN CATTLE PRODUCER

A WARM WELCOME to...



AMERICAN NATIONAL CATTLEMEN from your friends at the OMAHA LIVE STOCK EXCHANGE

All of us at the Omaha Livestock Market are anxious to see and greet you when you come here for your convention next January 14th through 17th.

YOUR SHIELD OF PROTECTION



Members of the Omaha Live Stock Exchange take great pleasure in joining other market interests to host a Cocktail Party honoring all American National guests on Thursday, January 15th at the Livestock Exchange Building. See you then . . .

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Grazing The Marshes

The coastal marsh belt, which extends from the southern tip of Texas to Florida, contains million of acres of grazing land, says Robert E. Williams of the Soil Conservation Service, Athens, Ga., in the 1955 Yearbook of Agriculture. The belt is only a few hundred feet wide in some states. It is more than 50 miles wide in the Mississippi River Delta areas south of New Orleans. Its elevation ranges from two feet below sea level to two feet above sea level. The largest and most important range areas are in southwestern Louisiana and southeastern Texas. Louisiana alone has two million acres of marsh grazing lands.

• • •

Some details on how such land is made available for grazing in Texas is given in the following information taken from a story, "Grazing the Texas Marshlands," printed in Farm Family, published by the Humble Oil & Refining Co.:

This "narrow," inches-high marshland carries large reservoirs of nutritious and fattening grass, which, furthermore, is best utilized in the winter months when most native grasses are thinned.

But the question is how to get the cattle into the marshes. Cattle walkways is the answer. They allow cattle to cross the marshlands and take full advantage of the good grazing.

can more easily move from the walkway into the marshland, and also so water from the Gulf won't come pouring in in a continuous stream.

To build a 12-foot walkway costs about \$1,200 to \$1,800 a mile.

They are spaced about a half mile apart. This is because cattle will usually venture about a quarter of a mile into the marshlands but will then return to high ground. Ranchers thus obtain nearly 100 per cent grazing of an area.

Problems include threat of storms, and high water or winds (quite a few cattle were lost in the marshlands off the Louisiana coast last year); getting cattle to and from the marshlands (the cattle usually must swim the canal to the marshlands in the fall and back in the spring, a distance of 250 to 300 feet, and some are lost); keeping drinking water available to the cattle (even though cattle can drink water that is very salty, sometimes the proportion of salt becomes too great); even burning (folks used to burn areas looking for alligators, though now it's against the law to hunt them), and insects.

At present a little more than 60 miles of walkway construction is in use, an estimated 1,600 miles of additional walkways could be put to use along the Texas coast, according to Gordon H. Folzenlogen, Anahuas, SCS range conservationist.

Each mile of walkway, he estimates, will make 320 acres of grazing land more readily available for cattle. A marsh pasture in good condition, he



CONSTRUCTION cost of a 12-foot walkway ranges from \$1,200 to \$1,800 a mile.

A walkway, which very much resembles a built-up road, is a man-made ridge of dirt, about two feet above mean high tide and four feet above sea level. Usually it is 12 feet wide across the top.

On one side of the walkway is a borrow pit from which dirt has been removed to build the walkway. Pits are staggered from side to side, so cattle

says, will carry a cow for every three acres, and a poor one will carry a cow for every eight or 10 acres.

According to a United Press International story, a monkey is being used as herdsman at a dairy farm in Henfield, England. The monkey lives in the field with the cows and retreats to the barn only in extremely cold weather.

The MARKET Picture

With less than a month to go in the year 1958, cattle prices were holding fairly stable. The usual diversion of consumer demand from red meats to poultry items during the holiday periods was a normal development to be reckoned with but on the whole beef continued to move into consumer channels at a fairly steady pace.

The only major development was the continued long-term trend toward consumer preference for lighter weight cuts of beef. This was evidenced by the relatively high selling of heifers against steers. At many markets, the rank and file of heifers were selling as high or higher than steers, and, considering yields, heifers frequently cost more in the beef than steers.

This is a condition that has rarely existed during the winter months over the long pull, but rather has usually developed during late spring and summer in warm weather. The preference for heifer beef is probably more pronounced this particular year, because of the weights noted in the cattle-on-feed inventory reported in October. This report indicated a much larger supply of steers on hand weighing above 900 pounds, and a substantial increase in the number having been on feed three to six months. Average weights of fed steers at most markets have been running considerably above this time last year and some markets report average weights in recent weeks the heaviest of record.

Consequently, it has not been unusual to see steers weighting 1,250 to 1,350 pounds sell as much as \$1 or more per cwt. below the same grades scaling under 1,200 pounds. Recently, choice steers scaling 1,275 to 1,350 pounds at \$25.50 to \$25.75 were fully as well finished, if not more so, than choice 1,050 to 1,150-pound weights at \$26.50 to \$26.75. In addition, the lighter weight cattle generally yield at least 1 to 2 per cent less in the carcass.

Cows and bulls continued to sell relatively high against grainfed cattle. In fact, bull carcasses were the highest item on the beef list. Choice light beef carcasses in carload volume seldom brought more than \$42 to \$43, with heifers more likely to bring the price than steers. Yet bull carcasses were bringing up to \$45 and \$46. At the same time, choice heavy steer carcasses weighing up to 900 pounds and better were having to sell around the \$38 bracket, with extreme heavy carcasses in the \$36 and \$37 bracket, which placed them very close to dressed cow prices.

This again emphasizes the preference of consumers for lighter cuts of beef.

Late in the year, stocker and feeder cattle prices showed no signs of weak-



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California Zephyr	3:30 pm . . .	11:45 pm
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Ak-Sar-Ben Zephyr	10:30 pm . . .	8:00 am

KANSAS CITY TO OMAHA

	Lv Kansas City	Ar Omaha
Silver Streak Zephyr	5:00 pm . . .	9:25 pm
No. 27	9:10 am . . .	2:30 pm
No. 23	11:59 pm . . .	6:00 am

DENVER TO OMAHA

	Lv Denver	Ar Omaha
Denver Zephyr*	4:00 pm . . .	1:08 am
California Zephyr	7:15 pm . . .	4:45 am
Coloradoan	8:45 pm . . .	8:20 am

*Lv Colorado Springs 1:10 pm

TEXAS TO DENVER

	Texas Zephyr	Number Eight
Lv Houston	8:35 am . . .	5:00 pm
Lv Dallas	1:30 pm . . .	9:30 pm
Lv Fort Worth	2:40 pm . . .	10:45 pm
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ness and, in fact, instances of strength were noted, when considering that current prices were being paid for less attractive quality as the clean-up stage of trading was reached. In fact, similar to trends a year ago, and contrary to the long-term trend, prices again this year just about reached their peak when the heavy fall movement was on.

Looking back over 1958, both cattle feeders and growers have generally enjoyed a profitable year. Much of the margin in cattle feeding operations came in the first half of the year, since the bulk of fat cattle marketed in that period were bought at a considerably lower figure than current prices of feeder cattle. Much of that margin during the last half of the year was bid away by cattle feeders, but, even so, some small margin has been realized, the relatively low cost of feed being the main basis of profit in recent months.

The year 1958 proved to be contrary to the general trend in fat cattle, since top prices were paid at a time which is normally the low point of the year. January saw top steer prices stopping around \$27, in February they went to \$28, in March to \$31, and in April and May the high point of the year was reached when numerous loads brought \$30 or better. June and July prices tapered off until the low point of the year came in early August when few cattle passed \$26, and not many cattle

passed the \$27 mark the remainder of the year.

Yearling stock steers remained relatively high throughout the year, starting in January around the \$27 to \$28 bracket, soon working up to \$28 to \$30, and holding pretty well in that spread throughout the rest of the year. Occasionally, high quality strings of light yearlings weighing 550 to 675 pounds sold as high as \$33 to \$35 in a small way, and the best prices usually paid during the fall at peak movement, contrary to the normal trend. Steer calves started the year bringing \$30 to \$34 and gradually strengthened during the year until the high time was reached at peak movement when numerous strings brought \$35 to \$38, with high quality kinds frequently topping \$40 with extremes up to \$50 or better.

Slaughter cows started the year 1958 selling up to \$18 and \$19 and strengthened through the rest of the year, top fat cows holding around the \$20 to \$21 bracket. The typical summer price break on cows never did develop this year, as the widespread trend toward re-stocking herds kept slaughter buyers competing actively all year for the reduced supply available.

Looking ahead toward 1959, it does not appear likely that the unusual trend in fat cattle which developed the past year can be expected to repeat. Supplies of cattle on feed were up some 12 per cent in October and weights were heavier. Consequently, the long-term

trend of the year's low point coming during the period of February through April seems more likely to prevail.

On the other hand, demand continues extremely broad for replacement and feeder cattle. Already, contracts are being drawn for future delivery of stock cattle and feeders as far ahead as next March. Good and choice light yearling steers have been tied up for spring delivery around \$27 to \$28, with yearling heifers at \$24.75 to \$25.50. Choice steer calves in the southern plains have been contracted for delivery after the first of the year at \$33 to \$35, with heifers at \$30 to \$32.—C.W.

MARKET AFTER XMAS

Western Livestock Round-Up says that from past evidence it appears that cattlemen will get a better price if they market their cattle sometime during the two weeks after Christmas instead of the two weeks preceding. The effect of holidays on cattle prices appears to be more pronounced in years of larger supply as in 1955 and 1956 than in years of smaller supply as in 1957 and 1958, the Round-Up says.

The same thing would be true with respect to Thanksgiving when there is increased demand for turkey. But more important, it is explained, is that slaughter plants are closed on the holiday, and usually do not operate at full capacity the day before or the day after the holiday, thus causing a weak note in the market.

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CALL FOR CONVENTION

(Continued from Page 7)

BEEF PROMOTION: The beef cattle industry has been thwarted twice in its efforts to amend the Packers and Stock Yards Act to allow for voluntary deductions to be made of shippers' proceeds at posted markets for use in beef promotion and research efforts. Major opposition came from those groups opposed to commodity promotion. Misunderstanding also came from within the beef cattle industry because of an unfortunate revision of the last amendment which would delineate the groups to receive the monies and which would make the National Live Stock and Meat Board dependent upon those specified groups.

Despite these defeats and the opposition, the majority of the cattle associations are determined that such legislation will be passed so that barriers to development of various state programs can be removed. Too many of the states are dependent upon cooperation by posted markets for the success of their promotion programs. Others will, and have, developed programs raising funds through various means, and the expenditure of their funds has proved that beef-purchase habits can be changed.

The industry is convinced that modern promotion and advertising is necessary if beef is to maintain its position

in the demands and desires of the consumer. This is particularly true as the supply of beef fluctuates up and down with what have been taken to be "inevitable" cycles discussed before.

OTHER MAJOR PROBLEMS: Many other problems face the beef cattle industry within the framework of those discussed above. Others are so general or specific that they must be listed separately.

For instance, research into beef cattle production, feeding, and marketing is still painfully short of the actual needs. Additional study is needed for many phases of processing, distribution and retailing of the end products: beef and leather.

Certification and recertification of brucellosis-free areas is an increasing problem, particularly in range areas where testing becomes a major expense and management problem. Many groups are asking for recognition of calfhood vaccination of breeding stock as proof for recertification.

The American National and other groups have made major strides in achieving equitable tax treatment for farm groups, but much attention must be paid to the inroads being made on rural tax bases by urban legislators.

First-class accommodations are still available in Omaha. Our hosts, the Nebraska Stock Growers Association, aided by the Nebraska CowBelles and other Nebraska groups, are planning an

exceptionally entertaining social program.

Committee agenda are loaded with vexing problems which you can help resolve. Speakers are being chosen for their ability to bring vital, up-to-the minute messages.

May I suggest that you plan now to attend if you have not already done so, and that you contact your state secretary regarding any special plan he may have for a group movement to Omaha and return—and have a good time all the way by traveling with friends.—**Radford Hall**, Executive Secretary.

RAIL RATES WESTBOUND

Proposed new lowered rail rates on fresh meats and packinghouse products westbound from the Midwest to the Pacific Coast have been suspended by Division 2 of the Interstate Commerce Commission until June 14, 1959. The proposed rates would have averaged 35 cents per cwt. under present temporary truck rates. The action overruled the decision of the ICC suspension board which would have put the new reduced tariffs into effect on Nov. 15. Western shippers are still fighting the lowered rail rates on westbound fresh meats and packinghouse products that went into effect on Aug. 15, 1957. Oral arguments on the original rail rate reduction case were heard the first of this month by Division 3.



Welcome, Cattlemen!

For over 103 years Byron Reed Company has welcomed visitors to Omaha! To all cattlemen and their wives we extend a cordial welcome.

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Swedish Scientists Studying Ways To Predetermine Sex

A method for determining in advance the sex of cattle by means of separating centrifugally the female and male producing spermatozoa has been developed by Professor Per Eric Lindahl of the Zoophysiological Institution at Upsala, Sweden. It is based on theoretical principles presented in 1946 by E. Newton Harvey, an American. Though the method has not yet overcome some practical problems of not injuring the sperm cells in the process, it is held to be "very promising." The determination of sex in the progeny is not the only practical value to be derived from the new process. It facilitates a quick propagation of certain propitious lineage in cattle breeding.

Costs of Putting Up Silage Subject of Alabama Study

A study covering four Alabama counties has recently given livestock farmers of the Southeast a guide to actual costs of making silage, reports the USDA. Agricultural Research Service economists making the survey in cooperation with the Alabama Agricultural Experiment Station on 71 selected farms showed average cost of harvesting, storing and feeding a ton of silage in the study area came to \$3.93 for trench silos and \$5.18 for upright silos. Spoilage was 3.2 per cent greater in the trench silos, however, in effect adding to the relative cost of that type silage. Feeding from upright silos was found to be cheaper than from trench silos, averaging 96 cents a ton against \$1.23.



RE-SEARCH

Alabama Ration Studies

Show Low-Cost Finish

Tests by the Alabama Experiment Station at Auburn show that a low cost ration of 51 per cent ground snapped corn, 30 per cent ground peanut or other good hay, 8 per cent protein supplement, 10 per cent molasses, and 1 per cent salt gave good results for fattening cattle. Cattle finished gained an average of 2.38 pounds a day, and when stilbestrol was added the gains were 3.04 pounds. If molasses is cheaper than corn, the amount of molasses in the ration can be doubled and used to replace equal amounts of corn. The ration finished animals to high good or low choice.

Rodent Control May

Result from Weed Spray

From Fort Collins, Colo., comes a report that when 2,4-D was recently used to remove weeds on rangeland, not only were the weeds removed but 87 per cent of the pocket gopher population was destroyed. Apparently removal of the weeds cut off the gophers' principal food supply and they starved instead of migrating. Work in the field is provided in a \$34,100 grant by the National Science Foundation to the Colorado State University Research Foundation.

Sagebrush Spraying Results Reported Excellent

Excellent sagebrush kill over the majority of the national forest range areas sprayed this spring is reported by Regional Forester Floyd Iverson. About 15,100 acres of national forest rangeland were sprayed with herbicides by airplane during May and June 1958 in the Intermountain Region—in Nevada, Utah, western Wyoming and Idaho south of the Salmon River.

The first aerial spraying on forest ranges of the region was made in 1951. Since that time, approximately 57,500 acres of sagebrush and undesirable weed types have been chemically treated. Mr. Iverson estimates that an additional 700,000 acres would benefit from this type of treatment. The region plans to spray about 25,000 acres in 1959.

Canadian Experiments

With Cattalo Breed Shelved

Efforts of Canadian scientists at the Dominion Range Experiment Farm at Manyberries in Alberta to produce a herd of cattle for colder regions of Canada (See July 1958 Producer) have been unsuccessful, and the project, which began in 1915, is to be abandoned. The hybrid cattalos were usually produced by crossing domestic bulls with buffalo cows. Some of the cattalo heifers were again crossed with beef breed bulls to get one-quarter and one-eighth hybrid strains. The male progeny of these "watered down" strains still failed to reproduce with any consistency.—Eddie Olynuk.

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No more drenching, dosing or bolus guns! Sprinkle PHENO-SWEET Granules on top the feed, and watch your animals eat! They readily consume a full therapeutic dosage and never taste the phenothiazine. You can worm your animals in one feeding or feed them "low level".

GRANULES, not pellets! . . . More palatable than pellets, because every particle of phenothiazine is completely coated with flavorizing ingredients. Won't throw animals "off feed". Costs as little as 5 to 25¢ per head. Write for "Free Trial Offer"!



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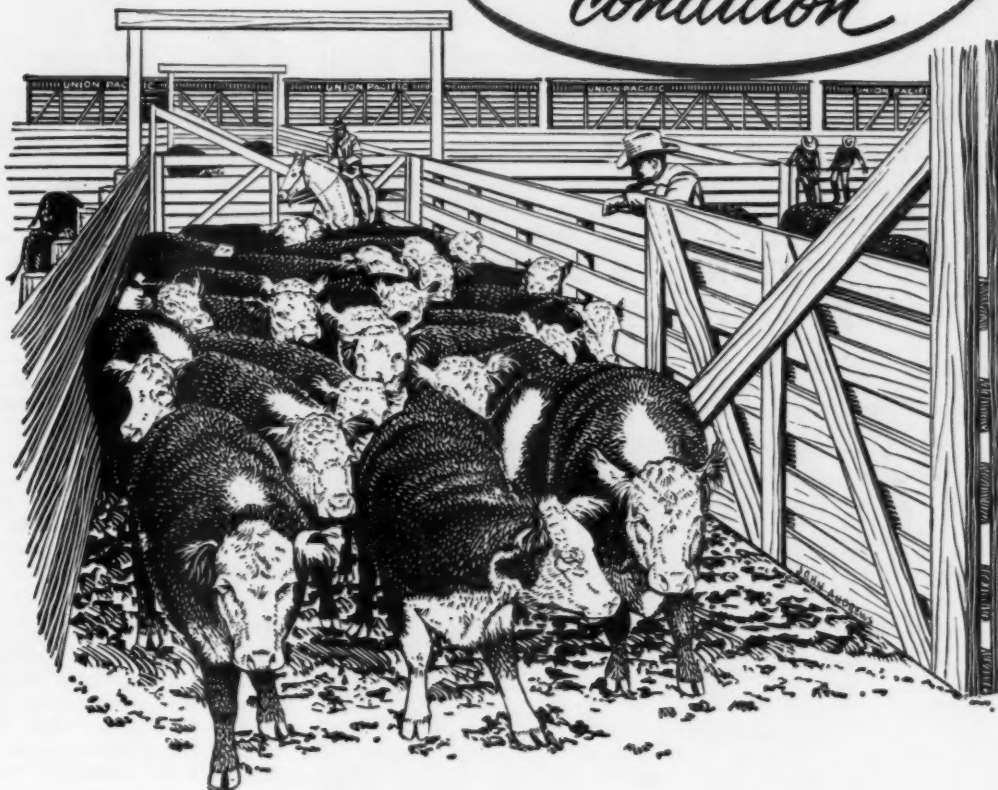
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As you attend the sessions at the Convention, and hear the advances reported, for the future of your business, remember that Union Pacific continues to support the future of transportation for shippers and travelers.





A FEATURE of the Nevada State Cattle Association convention at Elko in early November was this display of old leather upon which early Nevada Cattlemen burned their brands for filing with brand officials. Archie Dewar, Elko, rancher and county commissioner, is here examining one of the old "leathers" dating from as early as 1873. The ladies are (l. to r.) Mrs. William Wright, Deeth, and Mrs. Roy Young, Elko.



FLORIDA STOCKMEN took American National President Jack Milburn seriously last month when he commented that Montana weather had not prepared him for the warmth of the Florida Cattlemen's Association convention in Fort Myers—and he had brought along only winter clothing. Before Mr. Milburn had finished speaking, Jock Sutherland of Bar T South ranch, Fort Myers, had dashed to the local clothiers to buy the fancy shirt presented to Mr. Milburn as he left the platform. Appropriately the shirt featured all sorts of beef recipes and other barbecuing suggestions.

← LEADING PARTICIPANTS in the 24th annual convention of the Nevada State Cattle Association in Elko, Oct. 30-31, include (l. to r.) John M. Marble, Deeth, Nev., chairman of the American National's fact-finding committee; Prof. Herrell DeGraff, research director for the committee; Roger Smith, Ruby Valley, Nevada association vice-president; and G. R. "Jack" Milburn, American National president.

OFFICERS of the Florida Cattlemen's Association for 1958-59 are shown at the group's annual meeting at Fort Myers Nov. 14. In front (l. to r.) are J. O. Pearce, Jr., Okeechobee, outgoing president; Alto Adams, Jr., Fort Pierce, president; W. D. Roberts, Immokalee, first vice-president. Second row (l. to r.): J. W. Lowrey, Panama City, vice-president; R. Elmo Griffin, Kissimmee, treasurer; June Gunn, Kissimmee, secretary, and Clyde Hart, Sam-sula, vice-president.

With the State Associations

FLORIDA

Florida's booming real estate values are creating unusual problems for its beefmakers. A leading resolution of the Florida's Cattlemen's Association's annual convention, Nov. 12-14, at Fort Myers, recognized this fact.

The 450 stockmen asked that property tax assessments be made on the ability of the lands to produce agriculturally, despite the "potential" value for subdivision. They asked the repeal of laws settings assessment on full cash value of "like" or "neighboring" lands.

In other action the association elected young Alto Adams, Jr., Fort Pierce, president, to succeed J. O. Pearce, Jr. of Okeechobee. New first vice-president is W. D. Roberts, Imokalee. Second vice-presidents are J. W. Lowrey, Panama City, and Clyde Hart, Samsula. Re-elected were June Gunn, secretary, and R. Elmo Griffin, treasurer, both of Kissimmee.

Other resolutions requested emphasis on calfhood vaccination for certification of brucellosis-free areas, suggested that a system of tests for bulls entering Florida be extended, and asked that congressional assistance be given to speedy completion of a vast flood control and drainage system in central Florida.

Guests and speakers included American National President Jack Milburn and presidents and representatives of Louisiana, Mississippi, Alabama and North Carolina cattle associations. Tours of Fort Myers area ranches and a banquet and dance highlighted the meeting.

SOUTH DAKOTA

The South Dakota Stock Growers Association has a new emblem which depicts a cowboy on his horse. The design was approved at a recent meeting in Miller, S. D. Other action called on automobile manufacturers to use more leather in their cars; favored federal law rating theft of livestock with larceny of property of over \$100 in value; asked exemption for brand inspectors from certain provisions of the Fair Labor Act.

NEVADA

A barrel full of old leathers upon which early Nevada cattlemen had burned their brands for recording was displayed at the recent convention of the Nevada State Cattle Association in Elko.

Nearly dumped with trash in a county courthouse basement housecleaning recently, the leathers were again almost lost when the leather shop in Elko in which they were being prepared for display burned down two days before the convention. Only one of three display panels was recovered and just a

few of the loose leathers escaped damage.

Salt Lake Tribune writer, Jean McElrath, tells about the discovery:

"An old beer keg buried in one corner was nearly jettisoned with trash before Archie Dewar, rancher and county commissioner (who presented the display), supervising the cleanup, asked to see one of the old leathers.

"When he blew the dust off the dried, curling scrap of leather, he found himself staring in disbelief at the original recording of L. B. (Broadhorns) Bradley's '25' iron. A bit of heavy string through a hole in one corner held a cardboard on which the county recorder's elegant, old-fashioned script noted the date, when the second governor of Nevada had recorded this iron, 1873. (Nevada's first brand law required that brands be recorded at the county seat on leather.)"

Governor Bradley's 25 Ranch is now owned by Roy Young, immediate past president of the Nevada association, although the 25 brand is the property of W. T. Jenkins Co.

MONTANA

The Montana Stockgrowers Association has presented a \$1,000 reward to Mrs. Mary Sherman Stalker of Browning for providing information leading to conviction of a Glacier County man for rustling a young bull belonging to an association member. President Gene Etchart of Glasgow stated that more than \$7,000 has been paid out similarly in recent years.

CALIFORNIA

The Modoc County Cattlemen's Association recently staged a benefit livestock auction through which it collected \$2,606 for presentation to the civic committee of Alturas, Calif., to help in paying for a \$12,000 municipal swimming pool.

ALABAMA

The annual meeting of the Alabama Cattlemen's Association is scheduled for Jan. 29-30 in Montgomery. Total membership in the group is 5,517.

NATIONAL

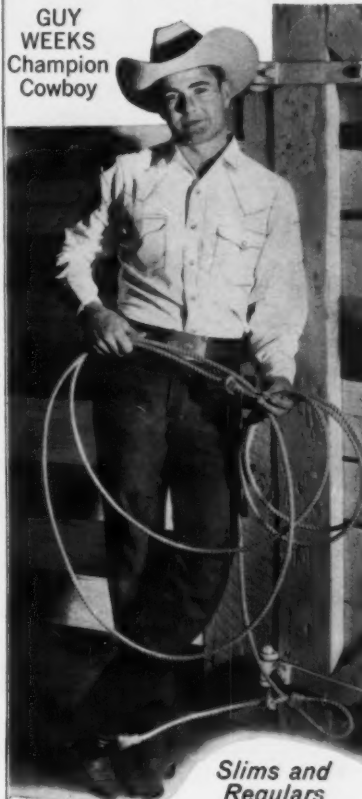
The National Wool Growers Association, oldest livestock organization in the country, will hold its 94th annual convention in Portland, Ore., Jan 25-29. The convention is expected to draw 800 sheepmen from 13 western states. Features of the meeting will include the appearance of Miss Beverly Bentley, Albuquerque, N. M., first national "Miss Wool," and attendance of 38 young ladies to compete in the "Make It Yourself with Wool" contest. Nationally known speakers and a tour of the Pendleton Woolen Mills are also scheduled.

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or out in front

Lee RIDERS

deliver what you want!"

GUY
WEEKS
Champion
Cowboy



*Slims and
Regulars*

Lee Riders cowboy pants are built to stand the toughest wear you can give 'em and still look good, feel good!

- Genuine western style
- Form-fitting, hip-hugging
- Rugged Lee Rider Denim
- Sanforized to fit right always

GUARANTEED

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The time is here when leading cattlemen are crossing good Beef Cows with our Charolais-Cross Bulls and reaping the harvest from 20 percent or more calf weight. We GUARANTEE 15 percent.

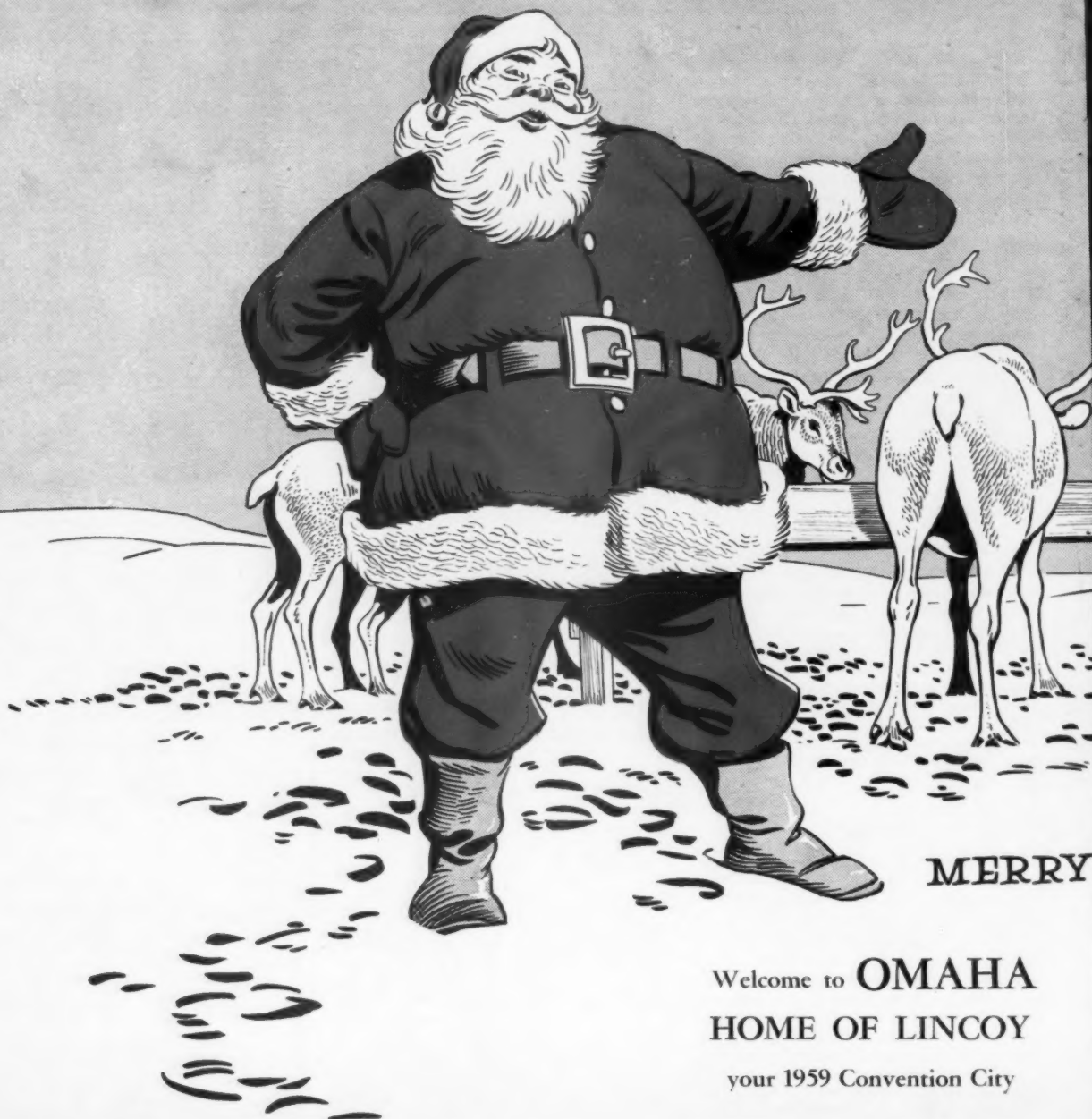
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MERRY

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HOME OF LINCOY
your 1959 Convention City

e with **LINCOY!**



CHRISTMAS to you & yours from your friends at-

NIXON & COMPANY

DES MOINES OMAHA SIOUX CITY



EXHIBITED at Denver's Mile High Center during Farm-City Week, Nov. 21-27, was this 10-day old Hereford calf, who, with the help of several explanatory posters, told businessmen and shoppers something of the basic facts about the beef cattle industry. The American National Cattlemen's Association sponsored the display with Assistant Executive Secretary Roy W. Lilley (in the picture) managing the exhibit. The calf was loaned by M. & G. feedlots, Henderson, Colo.



For the BOOKSHELF

Feeding

"How to make Money Feeding Cattle," is the title of a 159-page paperback published by the United States Publishing Co., Indianapolis, Ind. The book should be valuable to those starting in the feeding business and may provide many reminders of profit-making points to the experienced cattle feeder. Price \$2.50.

Yearbook

Last month's "Bookshelf" column said the 1958 Agricultural Yearbook, Land, was available for 25 cents. This was way off. The price is \$2.25. Available from Superintendent of Documents, Government Printing Office, Washington 25, D. C.

Filler Strips

A 16-page booklet details the use of rubber filler strips as closures between corrugated building materials and framing. Prepared by E. L. Hansen, professor in agricultural engineering at the University of Illinois, the illustrated booklet is available from the filler strip manufacturer, Asphalt Corp. of America, P. O. Box 826, Danville, Ill.

Cattle on the Conejo

A reminder of important titles among books of the West and Southwest includes "Cattle on the Conejo," by J. H. Russell, widely known in the American National Cattlemen's Association. Authentic and interesting local history, by a man who lived in an exciting period of California development. Order from American Cattle Producer, 801 East 17th Ave., Denver 18, Colo., Price \$3.

Stilbestrol

"Stilbestrol Feeding" is a guide to "feeding profits" put out by the Agricultural Products Division, Eli Lilly and Co., Indianapolis 6, Ind. The 20-page booklet has a chapter on how you should feed stilbestrol and emphasizes reliance on the feed manufacturer for proper use of the ingredient.



AT A WATER-HOLE in Wyoming. This picture graces the new Burlington Railroad calendars. Selection of the picture, says the railroad, points up the railroad's close relationship with the industry, since the road ranks as the largest hauler of livestock in the West.



AMERICAN CATTLE PRODUCER



\$700 Million Sales in 1958

at the

CATTLE MARKET OF THE NATION

This volume of slaughter cattle sales spells unlimited buyer demand for feeder cattle. Replacements are needed each week in Corn Belt feedlots for the 45,000 to 50,000 fat cattle marketed at Chicago.

You can take advantage of this unequaled buyer demand—"more buyers than cattle"—by consigning your feeder cattle to the regular daily market or to the special feeder sales held each fall.

CHICAGO STOCK YARDS

"The Barometer of Livestock Prices"

Alaska Will Get Grant Of 103 Million Acres

Under the Alaska statehood legislation, the new state of Alaska will, upon formal admission to the Union, receive a quantity grant of about 103 million acres of federal land (total area of Alaska is about 360 million acres), says the Bureau of Land Management.

Alaska will have 25 years during which to select the granted lands for such administration as it decides upon (like leasing, sale, etc.), the Bureau says.

As to federal lands in Alaska, it is pointed out, "it is possible to stake mining claims, homestead and otherwise obtain or use vacant public lands in Alaska under the laws and regulations. Alaska statehood will not in itself change these federal programs. Of course, over the years and as the new state selects lands and obtains title to them, the total area of federally owned

lands will be reduced. To this extent at least the federal programs will change."

A booklet, "Information Relative to the Use and Disposal of Public Lands and Resources in Alaska," Information Bulletin No. 2, is available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. (20 cents.)

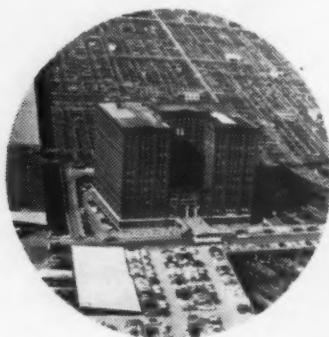
United States Fifth Place In Red Meat Consumption

Consumption of red meat in the United States in 1957 was 159 pounds per capita. This put the United States in fifth place. No. 1 meat-eating country was Argentina with 242 pounds. New Zealand used 229 pounds per capita; Australia, 221 pounds; Uruguay, 168; Denmark, 142; Canada, 137; United Kingdom, 134; France, 125; West Germany, 107; Soviet Union, 53 (estimate for 1956); Japan, 7 pounds.

New Livestock Remedy Products on the Market

Two new veterinary spray products are announced by Farnam Companies, Omaha, Nebr. One is a pink-eye bomb, for treatment of most cases of pink eye. The other is Wound-Kote, which is a bomb containing a quick-drying antiseptic wound dressing and gall lotion of the "methyl violet" type, which bactericidal and fungicidal ingredients. Both bombs come in a 6-ounce aerosol for treatment of more than 1,000 eyes or wounds. Already on the market are spray bombs for applying screwworm remedies for ear-tick and cattle grub control.

Merck & Co., Rahway, N. J., has introduced an anesthetic called "Neo-BOVOC" as a pink-eye and wound dressing powder for cattle. It is recommended for treatment in cases such as pink eye and as a wound dressing, and controls pain, the company says. It



WELCOME TO OMAHA

Having served the livestock industry almost three-quarters of a century, we have intimate, first-hand knowledge of the valuable contributions to livestock production and marketing made by your association.

STOCK YARDS NATIONAL BANK

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LIVESTOCK EXCHANGE BLDG. PHONE Market 4780

The Only Bank in Omaha's Union Stock Yards



KILL CATTLE GRUB, Lice, Ticks, and Mange!

No danger of killing your cattle! No costly set-backs due to shock! Rotenox kills cold-blooded stock-pests with amazing "paralytic action". Non-toxic to warm-blooded humans and animals, when used as directed. Completely safe!

DO IT
The
**SAFE
WAY!**

FARNAM ROTENOX THE Safety First LIVESTOCK SPRAY!

Nothing Else Like It! Rotenox penetrates tiny grub breathing holes to kill cattle grub before they become enlarged, and before they do their greatest damage. Literally disintegrates them! Knocks lice, ticks and mange mites in the same efficient manner. Applied as a spray, dip or wash. High pressure not necessary.

FREE OFFER! . . . Big 24-Pg. Illustrated Stock-Pest Manual sent free. Also catalog showing various types of Cattle Oilers (back-rubbers) and Livestock Sprayers, all at new low prices.

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FARNAM COMPANIES
Omaha, Nebr. — Phoenix, Ariz.

EXCELLENT "SHOW COAT" SPRAY

Conditions hair and hide! Leaves animals with beautiful, glossy coat, free from scale and scurf.

SPRAY
Dilution 1 to 160

OILER
Dilution 1 to 20

comes in 10-gram squeeze (puff) bottles.

The Jensen-Salsbery Laboratories, Kansas City, Mo., announces that the Food and Drug Administration has approved use of their Diquel tranquilizer injection on cattle up to 24 hours prior to slaughter. Previously tranquilizers were barred from use within a 72-hour period before slaughter. The company says the tranquilizer will substantially reduce bruising losses and cut down on shipping fever.

Other tranquilizers on the market are Sparine, produced by Wyeth Laboratories, and Trilafon, manufactured by Schering Corporation. All three may be used on cattle being moved to feedlots, but so far only Diquel has been okayed for pre-slaughter use.

All the tranquilizers are sold only through veterinarians.

Stilbestrol Implants Needn't Be One-Shot Deals

Stilbestrol implants need not be a one-shot affair, according to David C. England, animal scientist at Oregon State College. In his experiments, weaner steers kept in feedlots up to 250 days were reimplanted at 70- or 90-day intervals, getting a maximum of three treatments. In four experiments, reimplanted animals gained more rapidly throughout the experiment than those getting just a single treatment. Animals implanted three times gained

more rapidly than animals implanted twice, and those implanted twice gained faster than those implanted once.

In two of the experiments, tests sought to determine if the initial dosage should be low—15 to 18 mg.—followed by a reimplantation dosage of 30 mg., or vice versa. Both ways gave greater average daily gains than a single implant of 30 mg. An initial dosage of 15-18 mg. gave as much growth early in the feeding period of the weaner steers as a 30 mg. dosage. A 30 mg. dosage at the second implant following an initial 18 mg. dosage promoted faster average early gains than an initial implant of 30 mg. followed by a reimplant of 15-18 mg.

Arguments in Modification Of Consent Decree Heard

Arguments on the government's motion for dismissal of petitions of packers seeking modification of the 1920 packer consent decree were to be heard Dec. 1 in the U. S. District Court in Chicago. Armour, Swift and Cudahy asked modification of the provisions that prohibit them from handling a number of non-meat items or engaging in retail trade. The three packers emphasized the changes that have taken place in processing, marketing and transportation since the decree was signed and contended the decree sets up artificial barriers to competition.

Supermarkets Are Okay For the U.S.A.

Supermarkets are okay, for the U. S. A., that is, says Englishman George Schonhut in a description in Meat Trades Journal (London) of a recent tour of the United States. He agrees that self-service and prepackaging is already a fact in his country and there to stay, but he cannot see supermarket centers on the scale we have them in the United States, for two reasons: First, the British housewife, unlike her American counterpart, does not possess a deep freeze and is not likely to buy a full week's supplies at one time. Secondly, very many English families do not own motor cars and therefore cannot drive out to centers, while eight out of 10 Americans own a car and 45 percent own two cars.

Economic Activity And Employment on Upswing

Economic activity and employment upswing and an appreciable increase in consumer income is seen in the USDA outlook for next year. Federal budget expenditures will total over \$7 billion larger in the current fiscal year than in the 1957-58 year, and a substantial budget deficit is being incurred. The uptrend in state and local government expenditures should continue, augmented by the federal aid highway program.

Two Great "Livestock" Banks Become One on January 1



DENVER NATIONAL ★ U.S. NATIONAL



NEW YEAR'S DAY the Denver National Bank and the United States National Bank unite to become the major livestock bank of the Colorado and Rocky Mountain area—the DENVER UNITED STATES NATIONAL BANK.

The consolidation of these two banks with their traditions of service to the livestock industry—extended directly and through cooperation with local bankers—pools the talent and resources of both banks to provide more skilled personnel, increased service and greater loan capacity.

Denver National

TWO GREAT BANKS
BECOME ONE—January 1

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PORTABLE Or Permanent Installation in Any Opening

Makes Quick Work
Of Cattle Handling Jobs

Enables you to quickly restrain and safely hold cattle for inspection, treatment, branding, vaccination, etc. Makes cattle handling easier, safer, faster. Every stock farm needs and should have this low-cost stock-holding gate.

Accept This "FREE TRIAL" OFFER!


Try the Farnam Chute Gate at our risk! Use it for 30 days and prove to yourself you need it on your farm. Write for Illustrated Literature and details of 30-Day Trial Plan.

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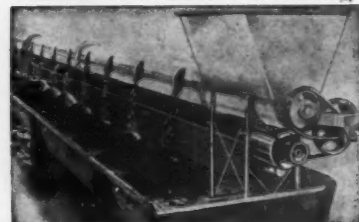
WEANING WEIGHTS

of Santa Gertrudis calves show why this breed is rapidly growing in popularity with cattlemen everywhere. Get 50-100 pounds more at weaning with Santa Gertrudis Beef Cattle.

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All-Weather Protection
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Takes all the work out of feeding cattle. Mixes and distributes feed, roughage, silage, corn, supplement evenly up to 196 feet. Order direct from mfg. and save! Free plans for laying out bunk, easy installation. Write for literature today.

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24-FOOT BUNK

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with your motor
Figure \$165 for
hopper and
drive assembly,
and \$9 per foot
of auger length.

Personal Mention

Mrs. J. M. Keith, executive secretary of the Arizona Cattle Growers Association, was honored at a banquet in Phoenix Dec. 4. Mrs. Keith, with nearly 36 years of service, is the "dean" of the cattle association secretaries. For many years she was the only woman secretary of any cattle organization. Among gifts presented to her was a silver tray bearing the engraved signatures of officers with whom she had worked over the years. Master of ceremonies at the banquet, where 600 ranchers gathered, was **Henry Boice**, Tucson, president at the time Mrs. Keith took office.

Roger Jessup of Glendale, Calif., was named his state's Livestock Man of the Year for 1958 by the San Francisco Chamber of Commerce in November. He is producer of commercial Herefords and an outstanding milk producer. He is president of the California Association of the National Cowboy Hall of Fame.

Julie E. Villard of Delano, Calif., has been named Cattleman of the Year by the Kern Branch, California's Cattlemen's Association. He has served as a director and has been president of the organization, and was for 10 years a director of the state association and chairman of the legislative committee.

Fred Olander of Kansas City was recently honored for his long service on behalf of central livestock marketing. During a dinner tendered him by his colleagues, Mr. Olander received a plaque commemorating his service. He recently retired from the board of directors of the Kansas City Livestock Exchange after 34 years; in 1924-26 and in 1936-38 he served as exchange president, and in 1931-33 was head of the National Livestock Exchange.

John P. Rubel, prominent cattleman of Prescott, Ariz., has been named to the board of directors of the First National Bank of Arizona. A native of Long Beach, Calif., he owns and operates the X Bar 1 Ranch near Seligman. He is a member of the board of directors of the Yavapai County Cattle Growers Association and serves on the land lease committee of the Arizona Cattle Growers.

Don C. Collins, Kit Carson, Colo., past president of the American National Cattlemen's Association, has been appointed to the 12-man humane slaughter advisory committee by Agriculture Secretary Ezra Benson.

At its first meeting, in Washington, D. C., on Nov. 13, the committee endorsed research efforts already under way on methods of slaughter now in common practice, but specifically recommended that USDA's Agricultural Research Service intensify studies to improve methods of stunning and anesthetizing livestock prior to slaughter.

STARTS COWBOY HALL HONOR FOR MOLLIN

To the Editor—I am inclosing \$10 to start a fund for a monument to F. E. Mollin in the Cowboy Hall of Fame. It requires \$50 for this, so nine or more like contributions will take care of the expense. This is a memorial to him instead of flowers.—**Andrew Johnston**, Dickinson, N. D.

(Those desiring to contribute to this fund may send their checks, made out to the Cowboy Hall of Fame, to the American Cattle Producer, 801 East 17th Ave., Denver 18, Colo.—Ed.)

SANDHILL SHORTS

In early days, according to the pioneers in this area, the lakes, which have since been drained away to give place to hay meadows to a large extent, were once well stocked with fish. The surface of the lakes was covered with ducks, geese and other varieties of waterfowl. Deer and antelope grazed along creeks and streams and occasionally were seen in small herds out on open prairie. Until 30 or 40 years ago it was still possible to find a few buffalo horns, sometimes in pairs, with no other part of the skeleton in evidence.

A very hard kind of quartz known as flint is not plentiful in the sandhills, but the Indians who lived and hunted here had some reliable source of supply, judging by the number of arrowheads that have been picked up. Finding an unbroken specimen is now an event, as they have become very scarce.

At one time, probably owing to drouth and prairie fires and indiscriminate shooting, deer and antelope were almost extinct in the sandhills. Since they have been protected, however, they have made a good comeback, to the extent that short open seasons have been designated for deer the past few years. Permits are for bucks until the last day when does also become fair game. There is danger of killing too many bucks, as deer scatter widely. The game wardens watch carefully and recommend closed seasons on different varieties of wild life according to their best judgement.

Hunting, as sometimes carried on by amateurs who have secured permits, is sometimes very dangerous business. Inexperienced persons with loaded guns in their hands are likely to shoot at any moving object, which may be another hunter. One extreme example was noted of a hunter who blazed away into any likely bit of cover he came to while following the canyons of the Niobrara. Should his bullets have reached a human mark it could hardly have been considered accidental.—**Jack Moreland**.

Testimony on Wilderness

Resource users expressed solid opposition to the proposed wilderness legislation which was the subject of four hearings in the West in early November.

Joined in the opposition were stockmen, timbermen, miners, oilmen, water users, Indians, many local and state government officials, chambers of commerce, sportsmen and others.

Witnesses charged that the proposal is a purely emotional approach to a very practical problem; that it might be all right if all the states shared equally in giving up areas for the wildernesses; that administration from the East, as the bill apparently contemplates, is untenable.

The area proposed for wilderness would total some 55 million acres as much land as makes up Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, Rhode Island, Vermont and Maryland.

Under the bill, special provisions would permit grazing and some other uses under authority of the administrator and would authorize the President to open national forest wilderness to prospecting and mining, or permit reservoir construction, in the national interest, including essential road construction and control of insects and disease.

But in a broad sense, witnesses pointed out, the emphasis in the bill is that the land be kept in a state of wilderness.

Many witnesses said there is already more wilderness than is needed now or for the foreseeable future (there are about 25 million acres in national forests and parks), and that present laws even permit enlargement of these areas.

Other charges were that the proposal disregards the multiple-use principle under which our federal lands have been administered.

Witnesses who asked the question, Wilderness for whom? pointed to the impossibility of the general public ever to enjoy the roadless areas and that only a few ardent nature enthusiasts would have the wherewithal to pack in and get benefit from these large masses of land.

Other testimony backed the wilderness proposal with the contention that man needs retreats away from civilization, and that we must preserve the glory of nature for posterity. One witness said the wilderness would be a haven in the event of atomic attack.

Indians offered objection that their lands could be declared wilderness under the wording of the bill without their consent.

A state engineer said the bill could have serious consequences adversely affecting economic development.

Witnesses also testified that the wilderness proposal is premature; that proponents should at least wait for the report (due in September 1961) of the National Outdoor Recreation Resources Commission.

Members of the Senate Interior Committee conducted the hearings.

American National members who appeared at the four hearings included:

George D. Zahn, Methow, Wash.; O. P. Kreps, Jr., Laurel, Wash.; Priddy Holmes, Terrebonne, Ore., and J. C. Cecil, Riley, Ore., at the Bend, Ore., hearing.

At San Francisco, Brunel Christensen, Likely, Calif.

At the Salt Lake City hearing, Alonzo F. Hopkins, Woodruff, Utah; Cliff Hansen, Jackson, Wyo.; Ernest R. May, Meeteetse, Wyo.; R. E. Jones, Yampa, Colo.; Dave Rice, Denver; Jack Brenner, Grant, Mont.; Sumner Gerard, Ennis Mont.; Walter Schodde, Burley, Idaho; Ray V. Swanson, Pocatello, Ind. and Van Ness Wallentine, Paris, Ida.

Hughes McKinney, Phoenix, Ariz.; Earl Horrell, Globe, Ariz.; Floyd Lee, San Mateo, N. M.; W. I. Driggers, Santa Rosa, N. M.; Ira Kelly of the Southwestern Livestock Association, and Radford Hall, Denver, appeared at the Albuquerque, N. M., hearing.

State association secretaries attending one or more of the hearings included Ralph Miracle of the Montana association; Edward S. Crawford, Utah association; Horace Hening, New Mexico association; J. Edgar Dick, California association, and Leon Weeks, Idaho association.

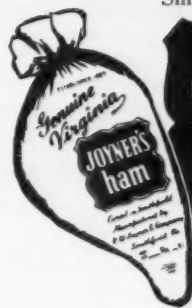
EAT HIGH on the HOG this HOLIDAY SEASON

We know cattlemen like good food. And how about ham? The finest you ever put your teeth into is a genuine . . .

JOYNER'S SMITHFIELD HAM



—it's a delight! Make this a truly festive holiday . . . with a Joyner Genuine Smithfield Ham! Order today!



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Mention The American Cattle Producer when you send your order and check. Prices include parcel post.

JOYNER'S SMITHFIELD HAM	
uncooked (10 to 16 lb.)	\$1.15 per lb.
JOYNER'S SMITHFIELD HAM	
cooked, skinless, fattened, baked and glazed (8 to 12 lb. avg.)	\$1.90 per lb.
JOYNER'S VIRGINIA CANNED HAMS	
(8 to 9 lb. avg.)	\$3.15 per lb.
JOYNER'S DEEP-SMOKED VIRGINIA BACON	
(8 to 10 lb. avg.)	85c per lb.
SURREY FARM COUNTRY STYLE HAMS	
(12 to 20 lb. avg.)	\$1.25 per lb.

JOYNER OF SMITHFIELD
Smithfield, Virginia



Welcome, Cattlemen!

**SHERATON-FONTENELLE
HOTEL**

OMAHA

Your Convention Headquarters

FARNAM "SAFETY FIRST" *One Man STOCK CHUTE*

FASTER! EASIER!
Safer Way
TO HANDLE CATTLE!

Completely restrains any size animal from yearling heifer to toughest range steer. Does it with absolute safety for both animal and operator. One man easily catches, holds and treats animals *without help*. No dangerous levers! No protruding mechanisms! Nothing to get hurt on!

THE HUMANE WAY
to Handle Cattle!

Stanchion-type neck yokes replace dangerous front gate. Chute opens wide. Animals see through and enter freely. There is no front gate to try to jump. Neck yokes hold animal securely *without choking* them. Cattle are quickly and easily handled without danger of injury.

30-DAY TRIAL PLAN!... This is your invitation to try a Farnam "Safety First" Stock Chute at our risk. Use it for 30 days to prove to yourself that it is your best buy. Write for Illustrated Literature and details of 30-Day Trial Plan.

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8701 N. 29th St.
OMAHA, NEBRASKA

CATTLEMEN attending the American National convention in Omaha Jan. 15-17 may see this headquarters of the Strategic Air Command at Offutt AFB, Omaha. From this building, General Thomas S. Power commands subordinate units—three combat air forces in the United States, three overseas air divisions and an overseas air force. The new building is actually a six story structure, with three stories below ground level.

Foreign Notes

MEXICO

The seven years of drouth in the northern cattle ranges of Mexico has ended, and the outlook is for good range feed, even though there have been losses due to floods.

Previous to September, many of the cattle had to be shipped out of the northern states, and many smaller operations were left with only their breeding stock.

Most recent figures of the USDA gives Mexico's cattle population as 17 million head.

AUSTRALIA

Press releases report many deaths of cattle from drouth in Australia's "Outback." Huge tracts of land stretching from western Queensland through the Northern Territory into South Australia are turning into dust bowls. Some parts have been without rain for two years.

IMPORTS

During the first nine months of the year, the United States imported 41 million pounds of fresh and frozen beef from Mexico, compared with seven million pounds in the period in 1947.

NICARAGUA

Nicaragua's meat inspection system has been approved by United States authorities, and imports of fresh, chilled or frozen beef may now be made from that country.

AFRICA

Beef from the Bechunaland Protectorate, Africa, is being shipped to London meat markets. First big shipment (frozen) was 200 tons. Cattle numbers in Africa (1958) total about 111 million.

AMERICAN CATTLE PRODUCER



The Season's Greetings

The Tequesquite Ranch extends holiday greetings to cattlemen everywhere.

From Oregon to Florida, North Dakota to California, cattlemen have a common goal: production of the best beef animal attainable.

Since 1896 we have worked toward that goal—developing a herd of cattle that go throughout the country and consistently do a good job for both the commercial and purebred cowman.

Through these years of progress, the cattle industry has held to its basic concept of freedom of action and self-reliance—the backbone of any successful enterprise.

TEQUESQUITE RANCH

T. W. Mitchell & Son

Albert, New Mexico



LADIES' CHOICE



Through a Ranch House Window

By DOROTHY McDONALD



Mrs. McDonald

This month we say "goodbye" again to a fine group of officers who've done a wonderful job of beef promotion this year. It always saddens me a bit to see them leave. We've been lucky in the caliber of all we've had and I've made many friends among them every year. On the other hand, I should think their families would be glad to have them back, for it must be admitted that being an officer of the American National CowBelles isn't something that can be tossed off in a spare afternoon now and again. It's getting to be just about a full-time job.

And I'm afraid few of us realize just how much of an expenditure of their own funds, as well as their time and strength, each group gives us. Yodie Burghart has attended some 13 state conventions, gone to Chicago and elsewhere on beef promotion business—all at her own expense! The same has been true of Mrs. Atchison and Mrs. Miller this year and all the officers who've preceded them. I am sure you all join me in a very sincere "thank you" to Yodie Burghart, to Ida Mae Atchison, Margaret McCarty, Mrs. Hilliard Miller, and all the others who've worked so hard in 1958.

All of us who attend National conventions in the past few years have met and enjoyed North Dakota's "Cowbell Lady," Mrs. Fred Wojahn. Her delightful performances on the "musical cowbells" were a highlight of the Reno and Phoenix conventions. I know we all join President Yodie Burghart in sending good wishes and adding our prayers for Jo Wojahn. Disappointed a little that my youngest son could not leave his research at this time to come home for Christmas, it makes me feel better just to know that somewhere among the serious young men like him who are deep in research on radioactive materials there is one who's just about to break down that last little barrier that stands between us and the cure for leukemia and kindred ills.

And in the meantime, who knows what miracles lie in prayer? You'll be in ours, Jo. God bless you!

Since there's so much to tell you about the Omaha meeting this month, and since most people have their own Christmas dishes that are a family tradition anyhow, I'll not take much space for discussing food this month. But there's this one recipe I'd like to share with you. Quick and easy and uncooked, here's a last-minute cooky to fill in with if the inroads on the regular supply have been too great, or if at the very last minute you decide you'd like to tuck a few homemade goodies into already-planned gifts.

UNCOOKED CHRISTMAS COOKIES

- 1 cup crushed vanilla wafers
 - 1½ cups chopped nuts
 - 1 cup powdered sugar
 - 2 tbsp. cocoa
- Combine and add:
- ¼ cup rum OR sweet wine OR orange juice
 - 2 tbsp. light corn syrup.

Mix, let stand a few minutes so it isn't too sticky, form into small balls and roll in granulated sugar or colored sugars. If made with orange juice instead of liquor, they're delicious rolled in toasted coconut.

Put in tight container and let ripen for a few days before using. If made with orange juice, they should be stored in the refrigerator.

* * *

All roads will lead to Omaha next month, so I'm happy to turn these pages

over to the Nebraska CowBelles to tell you of their plans and so you may be introduced to them. It will be a grand meeting, obviously!

Since it does not come until mid-January, and the next issue of Chimes must go to press just about the same time, why not send along a resume of last year's activities of YOUR group, if you haven't already done so, and some pictures, so we can feature them then? It's nice to know what different groups did last year before we buckle down to next year's work.

Welcome to Omaha

As Yuletide greetings begin to cause rural mail sacks to bulge, we hope that with the planning for Christmas you are also making plans to extend a little beyond that time, to Jan. 14-17, 1959! All roads are going to be leading to Omaha about then, and here in Nebraska we're making plans to "roll out the royal carpet" (and we hope it won't be too white, or too deep!)

Since April, the committees in charge of the American National convention have been busy with plans and details to make this meeting one you will enjoy to the fullest. We feel fortunate to have heading our ladies' convention committee Mrs. Katherine Andre of Omaha. Katherine is immediate past chairman of the agricultural division of the woman's division of the Omaha



DISCUSSING beef standing rib roast at the National Live Stock and Meat Board's exhibit at the American Royal in Kansas City, are (l. to r.) Mrs. R. A. Burghart, Colorado Springs, Colo., president of the National CowBelles; Moreland Martin, associate director of the department of merchandising of the Board, and Miss Margaret McCarty of the Missouri CowBelles Association.

Chamber of Commerce, and a Cow-Belle. Her co-chairman, Mrs. Glen Buck of Lincoln, many of you have met at National conventions.

Headquarters are the Fontenelle Hotel, where there will be a CowBelle hospitality room where you may go at any time for a cup of coffee or a visit with other Belles. Mrs. John Streiff of Flats and Mrs. Martin Viersen of North Platte will be in charge.

Mrs. Don Reynolds of North Platte and Mrs. Robert Clifford of Atkinson have scheduled a steady "battery" of CowBelles from our state who will have the happy privilege of playing hostess to you. Favors for the ladies are being planned by a committee composed of Mrs. Mose Trego, your immediate National past president; Mrs. George Heinz of Henry, and Mrs. Wm. Dudley of Stapleton. Need I say more?

We hope any "slight chill" you feel upon arrival in Omaha will be forgotten in the warmth of the reception planned for you by Mrs. Chester Paxton of Thedford, Mrs. George Heinz and Mrs. Bern Coulter of Bridgeport in the Black Mirror Room of the Fontenelle Hotel at 7 on Wednesday evening.

Mrs. Frank Beringan, Sr., and Mrs. Frank Beringan, Jr., Omaha CowBelles, are co-chairmen of the ladies' luncheon sponsored by J. L. Brandeis Co. at noon Thursday, the 15th. We wouldn't want to give away any secrets but understand some unusual plans are being made for this one. Brandeis and Co., one of the leading department stores in Omaha, has granted us a show window for a CowBelle exhibit during the convention. Mrs. Wm. Schaffert, in charge of Nebraska's 4-H awards committee, is making plans for this exhibit as well as Nebraska's entry in the National beef promotion exhibit.

Mrs. Charles O'Rourke, also an Omaha CowBelle, is heading arrangements for the CowBelle breakfast, sponsored by Nixon & Co. of Omaha, to be held Friday. Present plans call for this to be in the Black Mirror Room. We hear Yodie Burghart has plans to make this a very interesting meeting.

We can promise you the officers' breakfast on the 17th will be "out of this world"—at least the food will be. This will be sponsored by Safeway Stores of Omaha.

Greyhound tours will be available, if you choose, to some of Omaha's interesting places such as Boys' Town, Joslyn Memorial and the headquarters for SAC.

If you've not already done so, BE SURE to make reservations through Roy Lilley, American National assistant secretary, Denver. Then pack your bags and head down the trail to Omaha; and, incidentally, in some cases your trek may be shorter than mine, for Omaha is over 400 miles from our ranch not far from the Wyoming border.

Merry Christmas to you all, and welcome to Nebraska!

Mrs. John (Frances) Furman
President, Nebraska CowBelles

EXHIBIT RULES

The rules governing the exhibit contest on beef promotion by the American National CowBelles are:

1. Each state must be responsible for setting up its own exhibit and for dismantling it also.

2. Exhibit shall include only state and National projects on beef promotion.

3. Easels will be provided for exhibits.

4. Your exhibit must not be larger than 32 x 36 in. It should be mounted on cardboard, plaster board or peg board so that it can rest on edge of the easel.

5. Exhibits must be ready for judging by noon Thursday, Jan. 15.

6. Exhibits will be in Hospitality Room.

7. Prizes will be awarded for first, second, third prizes and honorable mention.

Meet Your Hostesses

We're so happy this month to introduce you to three of the many Nebraska ladies who will be our hostesses in Omaha; we'll hope that in getting to know them you'll also feel they represent all the others who will be doing everything they can to make our stay in Omaha a very pleasant one.



Mrs. Furman

This year the Nebraska CowBelles have for their president a typical ranch lady, Mrs. John H. Furman of Marsland. Frances, as she is known to most, is both capable and vivacious, administering the affairs of her state organization most efficiently. She is a native Nebraskan, the daughter of Mr. and Mrs. Benton F. Marshall, prominent ranch couple of Crawford, Nebr. For 23 years she has been wife and helpmate at the well-known Furman Hereford Ranch at Marsland. The Furmans have two children, Stephen John, 15, and Susan Eileen, who is 10.

Frances has been a leader in church work, active in 4-H clubs and extension clubs, always alert to the needs of civic affairs and devoting much of her time to community welfare. She has managed her busy schedule to include time for the pursuance of her chief hobby, poetry. Mrs. Furman has written and published many fine poems, thus entitling her to the membership she now holds in Nebraska Ars Poetica and the Midwest Federation of Chaparral Poets. One of her compositions, "The CowBelle Serenade," is the official song of the Nebraska CowBelles.

Mrs. George M. Heinz



Mrs. Andre

We would like to introduce to you a special "Nebraska Neighbor," Katherine Andre of Omaha, whom we hope many of you will meet in person when you come to the convention in January. The Nebraska CowBelles feel fortunate to have Katherine heading arrangements for the ladies' activities at the Omaha meeting. Charm and efficiency are combined in this personable leader, who was born and raised in West Point in Cuming County. After attending the University of Nebraska she taught primary education for two years. Her husband of 34 years is with Northwestern Bell Telephone Co. of Omaha.

Katherine's chief hobby is her family of three grown children and her four grandchildren, and she's happiest when setting before them a table of delicious home-cooked food. She is very proud of her association of the past five years as a saleswoman for Waddell & Reed, an investment firm in Omaha. She is very active in civic affairs, a member of Soroptimist, a service club; and the woman's division of the Omaha Chamber of Commerce, the largest women's division in the United States, with about 1,000 members. She has served on civic service and membership, and is past president of the agriculture committee of the Chamber, where she is particularly interested in farm-city relations, and rural homemakers.

The Nebraska CowBelles were proud to make Katherine Andre an honorary member of their organization.

Co-chairman with Mrs. Andre of the National CowBelle activities in Omaha is Mrs. Glen Buck of Lincoln and Wood Lake. Sylvia Buck is one of those efficient people who gets things done with such apparent ease it makes even the hard jobs seem simple. Those of you who haven't already met her at past National conventions will get to know her in Omaha, where despite the many details of her position she will find time to "visit" with old friends and make new ones.

Sylvia spends her summers at the Rolling Stone Ranch at Wood Lake and her winters at her home in Lincoln, where her husband, Glenn, is editor of the Nebraska Farmer. Their son, Glenn Jr., is in high school and they also have two married daughters and a grandson and granddaughter.

TEXAS' BEEF WEEK

December 1-7 was proclaimed by Texas Governor Price Daniel as the fifth annual Beef week in that state. Leo J. Welder, Victoria cattleman, is president of the Texas Beef Council which carries on the educational work thus honored.

President—Mrs. Robert Burghart, Colorado Springs, Colo.

Vice-Presidents—Mrs. N. H. Dekle, Plaquemine, La.; Mrs. Jack Hirschy, Jackson, Mont.; Miss Margaret McCarty, Clarence, Mo.

Secretary-Treasurer—Mrs. Al Atchison, Motor Route 3, Colorado Springs, Colo.

Editor—Mrs. Dorothy McDonald, 303 N. 47th St., San Diego 2, Calif.

A Message from Your CowBelle President

I am writing this, my last message to you, with mixed emotions. Happy that the year was a successful one, due to your fine cooperation. Sad that it is ending, for I won't be hearing from all you wonderful women so often now, nor will I be seeing so many of you, as has been my privilege this year. It has been a great honor and a sincere pleasure to serve you.

To my fellow officers may I say, "You've been a grand bunch of gals." Each one of you has shouldered her share of the responsibilities willingly. Thanks so much!

To the committee chairman of "Beef for Father's Day," Nellie Houck, my heart-felt gratitude for the hours she spent in leading an aggressive and well-planned promotion. To Lucille Rice, Lyle Liggett and the girls in the National office for the time-consuming task of mailing out the Father's Day supplies, a great big "Thank you." You were tops!

To Zoya Miller, chairman of the Father of the Year contest, my appreciation for a professional campaign with all the glamour and sparkle attributed to Hollywood. Thanks a million!

Then there is Margaret McCarty who has done an outstanding job in public relations, and Ann Hirschy, our scrap book chairman, who has had a tedious but important job, for our scrap book helps to record our history. Thanks, Margaret and Ann.

To Clelie Dekle, our general beef promotion chairman, a big "thank you" for carrying on the outdoor cookery promotion and the National Restaurant Association promotion. Clelie is always so gracious and efficient.

Of course words cannot express my gratitude to Ida Mae Atchison for her untiring effort on membership. This was a magnanimous undertaking of a big task, but nothing is ever too big for Ida Mae, especially when it pertains to CowBelles.

To Marian Guthrie and Marie Carlisle, who have so faithfully taken care of records and distribution of "Beef Cookery" for 10, these many years, a great big "thank you" from us all!

I only wish it were possible to thank

every CowBelle personally for the work done this year. I am happy with our accomplishments, but most of all I cherish your friendship.

Now for the business at hand: Letters have gone out to all state presidents concerning the beef promotion exhibits at Omaha; also the rules and regulations governing the exhibits. I do hope that each state will participate.

The Nebraska girls under the able leadership of Frances Furman have planned an outstanding convention for the women. You just can't afford to miss it! If you haven't made reservations, do so at once!

I know you will be sorry to hear that Jo Wajahn of North Dakota has had to resign as president in her state. Jo explained in an article in their state magazine that she has leukemia; she has medication which is helping her but she must rest a great deal, and you know Jo has always been so active. She has an unflinching faith; says she believes she will live to see a cure, and if she does not, "I've had a wonderful life." Our love and our prayers are with you, Jo.

I am planning to make a couple of state visits yet this year; then it will be Christmas. I want to wish you all the Joy and Peace of the Christmas season, and a Happy and Prosperous New Year.

Yodie Burghart, President

CONVENTIONS

The National convention in Omaha is of prime importance to all CowBelles, and it is covered elsewhere on these pages. It is hoped as many of you as can do so will attend.

Colorado CowBelles met in Montrose on Nov. 7 in conjunction with the regular meeting of the Colorado Cattlemen's Association. Mrs. J. T. Wadlow, state CowBelle president, announced the mid-winter meeting in Colorado Springs on Dec. 6, and the CowBelle breakfast in Denver on Jan. 21, during the Stock Show. She also requested groups that have not done so to send material to Mrs. J. R. Owen of Karval, who is writing a history of the CowBelles from 1941 to 1958. Mrs. William Culbertson reported on the essay contest; Mrs. Sue Field, chairman of the ways and means committee, discussed the dime bank project; Mrs. Russell Rose reported on the CowBelle booth at the State Fair; Mrs. Leonard Horn discussed the new printing of place mats, and Mrs. Burghart, Colorado's own National CowBelle president, reported on the booth sponsored by the Colorado Veterinary Association at Colorado Springs.

Missouri CowBelles held their 3rd annual meeting to coincide with Missouri Day at the American Royal in Kansas City on Oct. 21, with Mrs. W. M. Boring, Missouri CowBelle president, presiding and National CowBelle president Mrs. Burghart as speaker and honored guest. She discussed the over-all objectives of the CowBelles

for 1959, emphasizing the need for advertising, which could be made possible by a per head assessment of all beef marketed. State projects as outlined by Mrs. Boring included participation in the All-American Father and "Beef for Father's Day" promotions; a campaign to have "Beefburgers" listed on restaurant and drive-in menus instead of hamburgers; promotion of sales of "Beef Cookery"; a membership contest; promotion of beef for school lunches.

The day preceding the meeting Mrs. F. L. Foreman, president of the Shelby County CowBelles, Mrs. Clyde Blacker and Miss Margaret McCarty, Missouri's own National CowBelles' public relations chairman, were guests of the Marge Miner television show on Station KFQU, St. Joseph. Miss McCarty prepared "Unique Beef Roast," using the recipe given in the National Cook Book. The program was very well received by a large viewing audience.

All-American Father of the Year Contest

At the end of October, I had mailed 10,025 copies of next year's contest forms. Although this may seem like a great deal, there are still more than half of our state CowBelle associations not heard from. I realize there will be a lot of state conventions coming up in the late months of this year and that there the decisions will be made about ordering the material. As we all know, the major complaint about our 1958 contest was the lack of time. Consequently, we had the material ready for you 4½ months earlier for the 1959 contest. Precious time is slipping by—the sooner you get your orders in for the material, the easier the job will be for your chairmen. Give them time and authority!

The response from our allied industries in regard to our new material and the contest in general has been most rewarding. It is good to know they believe in us and our program!

Do let me hear from your state groups in the very near future, and if I can be of any help with any of your problems, please let me know. More than anything else, I want our 1959 contest to be even more successful than last year's!

(Address: Mrs. Hilliard E. Miller, 801 East 17th Ave., Denver 18, Colo.)

**Zoya Miller, Chairman,
All-American Father of the
Year Contest**

Help Fight TB



Buy Christmas Seals

AMERICAN CATTLE PRODUCER

Here and There With the CowBelles COLORADO

On November 1 the Moffat County (Colo.) CowBelles held their annual election of officers, with Mrs. Bob Lyons succeeding Mrs. Rich McIntyre as president. Preliminary plans were made for the state cattlemen's and CowBelles' convention in Craig next June. They voted to join another county 'Belles for a Christmas party in Steamboat Springs on Dec. 10. The group was entertained by the Moffat County Cattlemen with a banquet and dance that evening.

On Nov. 3 the Moffat County CowBelles' executive board met at the home of Mrs. John Mack and named new committees for the ensuing year.

Southwest (Colo.) CowBelles held a discussion on how the stockmen could be given a fair deal by hunters and the Game and Fish Commission. It was voted to pay part of the expenses for a representative of the CowBelles to be sent to Albuquerque for the Nov. 14 hearing on the Wilderness Bill, which they felt was of great importance to everyone, especially in southwestern Colorado.

At their November meeting the **Weld County (Colo.) CowBelles** voted money for the state beef promotion program, discussed the upcoming essay contest and voted to raise dues in 1959. Nomination and auditing committees were appointed.

Montrose (Colo.) CowBelles hosted the Nov. 13 meeting of the Western Colorado CowBelle Council in Montrose.

CALIFORNIA

San Diego County (Calif.) CowBelles had as their guest speaker Miss Joan Lynn, director of public relations for the California Beef Council, at their Nov. 12 meeting in Wynola.

The **Madera County CowBelles** have donated \$100 to the San Joaquin Valley Nutritional Home for the purchase of beef to be used in feeding children cared for at the home.

SOUTH DAKOTA

Main project the past summer of the **Mellette County CowBelles** in South Dakota has been painting signs for beef promotion. The bigger of the signs, "Enjoy Beef for Health," will be used on State Highway 83; signs suggesting, "Be Bright, Keep to Right," will be placed at tops of dangerous hills in the county, with a third group of signs for individual ranches.

"ROLLER MILL EXCHANGE"

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DEMONSTRATORS & USED
GRAIN ROLLER MILLS
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New Replacement Rolls for most leading brands of Roller Mills. High-carbon steel rolls, machined and hardened to a 45 Rockwell "C", guaranteed for long life. SAVE, by making your own roller mill . . . "Do-It-Yourself" . . . Rolls, bearings, frames, roller parts available. Write for complete information. Ask about Automatic's corn and cob crusher and roller mill combined. Write today.

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ALWAYS ON GUARD Protecting Livestock Against Flies, Lice, Ticks, Mange Mites. . . Cattle automatically treat all parts of body including neck, shoulders, rump and under-sides. Keeps cattle contented. Conditions hair and hide. The LOW COST labor saving way — Cheaper and easier than spraying. Much more efficient!

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OF COSTLY
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There's an Automatic Oiler Tailored for your Specific Use. . . Prices start at \$23.95. . .

"All-Steel" model recommended for feeder cattle — dry lot use. Cable-washer rubbing element is built to last a lifetime.

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FULLY AUTOMATIC—Insecticide is released only as cattle rub . . . just fill the tank and forget it—No service problems.

EASY TO INSTALL—Attach to any post anywhere. The 5-gal. oil supply lasts for weeks as there is no waste. Pump unit & flow of oil can be regulated for any amount desired and according to infestations.

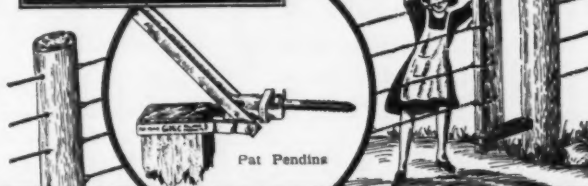
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Thousands in use. Easily installed. Stretches wire taut, locks securely. A child can operate. • \$2.95 complete with swivels, lock, bottom loop and lags. • \$2.75 each for 2, \$2.50 each for 4 or more—prepaid. Add 3¼% sales tax if delivered in Washington.

ORDER NOW —have on hand when needed.
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Baby's Day

A practice that would help "put the hump in the slump" of occasionally sagging livestock markets is recommended by Jack Sampier, editor of National Live Stock Producer. Each Father's Day, the San Diego CowBelles give the parents of the first baby born in San Diego County a rib roast that matches the baby's weight. Mr. Sampier recommends expanding the program to

include each day in the year and every one of the four million babies born annually. He suggests that producers give a mixed case of canned baby meats (beef, veal, pork and lamb) to each new baby born to friends and relatives. This would give each baby a head start on his lifetime quota of meat, he says, which in terms of live animals, figures out to be eight steers, four veal calves, 10 lambs and 33 hogs.



SHORTHORN CHAMP

GRAND CHAMPION steer over all breeds at the recent Grand National Livestock Exposition, San Francisco, was this 1,060-pound Shorthorn shown by Washington State College. The steer was bought by the Fairmont Hotel, San Francisco, at \$5.25 per pound or a total of \$5,565.

SALES

SECOND FIELD DAY HELD BY RED ANGUS RAISERS

The second annual Red Angus Field Day at Beckton Stock Farm, Sheridan, Wyo., last month was attended by more than 400 people from 17 states. Twelve-year-old Patricia Mae Smith of Clay City, Ill., winner of the greased pig catching contest, traded the Red Angus steer she won for a heifer to start a new herd.

* * *

Beckton Red Angus steer calves, weighing 600 pounds, won first place Angus at the Great Western Show at Los Angeles. They sold for \$228 to \$246 averaging \$234.83.

FOURTH HIGHLAND HEREFORD BULL SALE AT MARFA, TEX.

The fourth annual Highland Hereford bull sale is scheduled at the fair grounds at Marfa, Tex., for Monday, Jan. 26. The sale will be held in a closed, heated sales room. The 100-bull sale will feature range bulls in pens of three and ready for use, and some herd bull prospects.

THORP HEREFORD FARMS SALE AVERAGES \$1,164 A HEAD

Seventy-seven Herefords went for an average price of \$1,164 to total \$89,685 at the Thorp Hereford Farms sale recently. The top selling bull brought \$10,750; second-high bull \$4,200. The 37 bulls averaged \$1,641. Forty females averaged \$724, with the top female bringing \$1,125.

\$40 TOP PAID IN K.C. SPECIAL FEEDER SALE

Top price of \$40 on some 395-pound Hereford steer calves from Texas was registered in a special stocker and feeder sale at Kansas City in late November. The heifer end of the Texas string averaged 382 pounds and sold for \$36. Bulk of the good and choice stock steer calves and light yearlings went from \$31 to \$38. Good and choice feeders over 800 pounds sold from \$22.25 to \$26.45.

SPECIAL FEEDER SALE AVERAGE \$31.65 IN DENVER

A \$31.65 average was paid last month for 8,036 feeder calves at a fall sale in the Denver Union Stockyards. The champion load of Hereford calves, shown by Jack W. Orr of Granby, brought \$41.25 per cwt.; they averaged 352 pounds. The reserve grand champions were also Herefords, these owned by Hinman Ranches of Kremmling; they averaged 432 pounds and sold at \$40 per cwt. Top price of \$42 was paid for two loads of steer calves, one Angus and one Hereford.

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

N BAR RANCH Grassrange, Mont.



RANGE BULLS purchased from breeders who use **TR HERD BULLS** could greatly improve your calf crop. Breeders' names furnished on request.

TURNER RANCH • SULPHUR, OKLA.

TAKE TIME to see our 25 bulls and 100 females for sale while en route to the American National convention at Omaha Jan. 14-17. You'll like them.

F. E. MESSERSMITH & SONS, Alliance, Nebraska

"Our Herefords build the beef where the highest priced cuts of meat grow"

SHOWS

HEREFORD STEER CHAMP AT GREAT WESTERN SHOW

Grand champ of the Great Western Livestock Show in late November in Los Angeles was a Hereford steer exhibited by 12-year-old Dawn Eiffler of the Parks Hereford Ranch, Bakersfield, Calif. The steer weighed 810 pounds. Two pens of feeder calves, exhibited by PK Ranch, Sheridan, Wyo., won top honors in the interbreed competition. The calves averaged 436 pounds and brought a top of \$65 per cwt. in the individual sale of the pens of five.

PENN. LIVESTOCK SHOW SETS \$108 PRICE ON CHAMP

At the Pennsylvania Livestock Exposition in Harrisburg, Nov. 10-14, Pennsylvania State University won the open class steer grand championship with an Angus which later sold for 71 cents a pound to total \$727.75. The grand champion carcass steer, an Angus, sold for \$1.08 a pound.

ARIZONA NATIONAL SHOW JAN. 7-10 AT PHOENIX

Entries are coming in at Phoenix for the 1958 Arizona National Livestock Show, some from as far distant as Mississippi. The show will open Jan. 6 with the sifting of the junior steers; official opening date is the 7th and the schedule includes judging, calf scrambles, banquets and auctions of top breeding cattle until the event closes on the 10th.

198 ANGUS SHOWN IN GRAND NAT'L EXPOSITION

A total of 198 Angus cattle, representing herds from Colorado, Montana, Nevada, Oregon and California, were shown at the Grand National Livestock Exposition in San Francisco last month. Grand champion bull in the breed show came from Emerald Angus, Elk Grove, Calif. Grand champion female, a senior yearling, was exhibited by Gwerder Angus Ranch, Galt, Calif. The grand champion load of fat steers was shown by California State Polytechnic College, San Luis Obispo.

WINNERS NAMED AT OGDEN GOLDEN SPIKE SHOW

Hereford steers from Colorado, California and Nevada took top honors in the junior and open steer competition at the Golden Spike National Livestock Show in Ogden, Utah. The grand championship went to 12-year-old Charlotte Martensen of Hayden, Colo., for her 1,080-pounder. Reserve spot went to Stockton Ranch, Morgan Hill, Calif., and the reserve championship in both the junior and open shows went to 12-year-old Jay Peterson of Elko, Nev.

In the Hereford breeding show, the winner in the bull division came from

Corona Ranch, Corona, Calif., with the reserve animal coming from Double M Ranch, Adams, Ore. In the female competition, Wyoming Hereford Ranch of Cheyenne took top and reserve honors.

Duncraggan Ranch, Sonoma, Calif., got both grand championships of the Angus contest at the Golden Spike Show. Emerald Angus, Galt, Calif., received the reserve grand championships. In the carload show, champion carload of fat steers was an Angus group shown by Glendale Ranch, Buhl, Ida.

FORT WORTH SHOW OFFERS \$194,000 IN PREMIUMS

Deadline for entries of cattle in the 1959 Southwestern Exposition and Fat Stock Show at Fort Worth is Dec. 15. Dates of the show are Jan. 30-Feb. 8, and more than \$194,000 in prizes will go to exhibitors and rodeo winners. Breeds will share \$57,000 awards as follows: Herefords, \$13,800; Polled Herefords, \$5,000; Shorthorn, \$4,532; Angus, \$11,385; Brahman, \$2,000; Santa Gertrudis, \$800; Brangus, \$2,000; Red Angus, \$800. Premiums in the junior show total \$13,175, including \$4,731 for steers; \$2,930 for beef heifers.

NATIONAL WESTERN HEREFORD SALE

In connection with
NATIONAL WESTERN STOCK SHOW



Denver, Colorado
JANUARY 20, 1959

Sale Starts 9:30 A.M.

Judging for Sale Order
Jan. 18, 9:00 A.M.

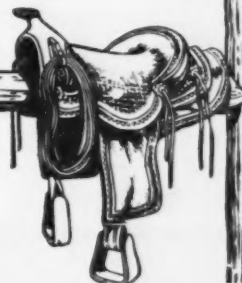
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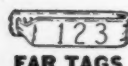
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BREEDS

HEREFORD ASSN. NAMES ALAN FEENEY TO PRESIDENCY

Alan Feeney, owner of the Milky Way Hereford Ranch at Phoenix, Ariz., has been elected president of the American Hereford Association during the organization's annual meeting in Kansas City, Mo. Jack Van Natta, Lafayette, Ind., is the new vice-president; Walter Lewis of Larned, Kan. (the outgoing president), Earl Monahan of Hyannis, Nebr., and Charles Chandler of Baker, Ore., were named directors.

JACK TURNER BUYS OUT W.M. THORNTON HEREFORDS

Jack Turner of Fort Worth, former secretary of the American Hereford Association, has purchased the interest of W. M. Thornton of San Antonio in their Hereford cattle partnership with operations at Boerne, Greenwood and Rhome. The transaction covers approximately 600 Hereford cows, bulls, calves and equipment.

BARD RANCH IN ARIZONA HAS MANAGEMENT CHANGE

E. S. (Jack) Humphrey is leaving Bard Ranch at Kirkland, Ariz., where he conducted work of developing the Barzona cattle; he will assume a related problem of genetic-environmental development at Palmer Ranch in Florida. Lonnie Wilbanks, who has had charge of the Bard main ranch activities in the Castle Hot Springs area for 13 years, will take over leadership of the operation at Kirkland.

SANTA GERTRUDIS PUREBRED IS GRAND NATIONAL CHAMP

A 1,060-pound college-fed Shorthorn steer was chosen grand champion at the Grand National Livestock Exposition in San Francisco last month. Sale of the animal brought \$5,565 to the scholarship fund at Washington State College, which also showed the reserve champion Shorthorn and the reserve champion Angus.

HOUSTON FAT STOCK SHOW WILL ENLARGE HORSE EVENTS

The horse show division of the 1959 Houston Fat Stock Show, Feb. 25-Mar. 8, will be held in a new location and will feature increased premiums, added classes and a Quarter-Horse Sale. Prize monies will total about \$12,500.

HEREFORD IS CHAMPION IN BOURBON BEEF SHOW

A 1,050-pound Hereford steer born July 4, 1957, and named Firecracker was selected as grand champion at the 13th annual Bourbon Beef Show in Louisville, Ky. The animal was shown by Edward Nelson, 15, of Galveston, Ind., and sold later at auction for a new record price of \$2.35 per pound.

Deaths

Perry E. Lunsford: Passed away Nov. 7. He was manager of the Jack Frost Ranches, Dallas, Tex. He served as a vice-president of Performance Registry International since March 1958 and previously was chairman of the board of directors of the association. He was editor of "Bullmanac," published by the Jack Frost Ranches.

Mrs. Hazel Lister: Passed away Nov. 18 in Portland following an illness of several months. A native of Oregon, Mrs. Lister was born at Izee in 1900. She is survived by her husband, a member of the executive committee of the American National, Robert Lister, of Prineville; her mother, Mrs. Bertha C. Phillips Portland; two daughters, Mrs. Gilbert Ticoulat, Prineville, and Mrs. D. E. Pike, San Gabriel, Calif.; a brother, Columbus A. Phillips, Izee, and four grandchildren.

Robert C. O'Hair: Mr. O'Hair, whose home was in Glen Ellyn, Ill., died while in California to address the annual convention of that state's Farm Bureau Federation. Since May, he had been president of the Izaak Walton League of America. He was 72.

Henry Platt: A widely known pioneer cattleman in Arizona, Mr. Platt passed away Oct. 18 of a heart ailment. A resident of Apache County from the age of two, he was a month short of 78 years old. Since 1904 he had been in the cattle business.

"Badlands Bill" McCarty: This pioneer western North Dakota cowboy-rancher died recently in Beach after a career that began in the area at the start of the century. He is believed to have ridden with the famed Roughriders under Col. Theodore Roosevelt during the Spanish-American War. He retired from ranching in 1949 and after that trucked cattle to market for other stockmen. He formerly owned the Custer Trail Ranch near Medora, later moved to one on the Little Missouri River.

Adam G. Thomson: A resident of Coral Gables, Fla., Mr. Thomson died in the crash of his light plane as he prepared to land at New Orleans. With his brother, Alex Thomson of Denver, Mr. Thomson, who was 37, controlled the TO Ranch at Raton, N. M.

George W. Grunkemyer: A photographer and producer of American National's outstanding movies "All Flesh Is Grass" and "Land of Our Fathers," Mr. Grunkemyer died Nov. 16 at the age of 50. He had suffered from a heart ailment for several years. His home was at Sheridan, Wyo.



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They sire calves with high weaning weights, bringing *added profits* to the cowman. And these calves are healthy, highly resistant to disease. They'll live . . . and do well . . . in rugged terrain and under extremes in climatic conditions.

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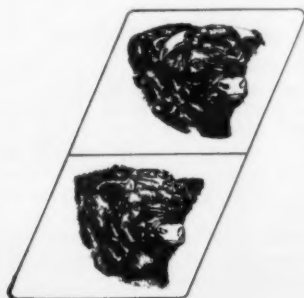
These are just some of the reasons why more and

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Visit your neighbor who raises Shorthorns or Polled Shorthorns. Or write the American Shorthorn Association for sale schedules and sources of supply. Make your next calf crop a more profitable one . . . sired by Shorthorn or Polled Shorthorn bulls.



Remember, you can buy Shorthorn and Polled Shorthorn bulls in the Denver Show in January . . . in carlots . . . in pens of 3 or 5, or individually. For further information on this sale, please contact us.

AMERICAN SHORTHORN ASSOCIATION

Dept. H, Omaha 7, Nebraska



Dec. 12-13—Utah Cattlemen's Assn. meeting, Salt Lake City.
 Jan. 7-10—Arizona National Stock Show, Phoenix.
 JAN. 15-17—AMERICAN NATIONAL CATTLEMEN'S ASSN. CONVENTION, OMAHA, NEBR.
 Jan. 16-24—National Western Stock Show, Denver.
 Jan. 29-30—Alabama Cattlemen's Assn. convention, Montgomery.
 Jan. 31—Arizona Cattle Feeders Assn. meeting, Phoenix.
 Feb. 2-3—Louisiana Cattlemen's Assn. meeting, Lafayette.
 Feb. 5—Colorado Cattle Feeders Assn. meeting, Denver.
 Feb. 5-6—Mississippi Cattlemen's Assn. convention, Jackson.
 Feb. 6-7—Arizona Cattle Growers Assn. convention, Yuma.
 Feb. 10-11—Western Cattlemen's Assn. meeting, Medicine Hat, Alberta, Can.
 Feb. 11-12—Tennessee Livestock Assn. meeting, Nashville.
 Feb. 25-Mar. 8—Houston Fat Stock Show, Houston, Tex.
 Mar. 12-14—Kansas Livestock Assn. meeting, Wichita.
 Mar. 22-24—New Mexico Cattle Growers Assn. meeting, Albuquerque.
 Mar. 23-25—Texas and Southwestern Cattle Raisers Assn. meeting, Dallas.

FEDERALLY INSP. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
Oct. 1956	1,642	541	5,911	1,131
Oct. 1957	1,802	742	6,094	1,210
10 mos. '58	14,898	4,758	48,389	10,432
10 mos. '57	16,466	6,157	49,675	11,298

(Of the cattle slaughtered in the 10 months of 1958, 42.9 per cent were cows and heifers; in 1957 for the period, 46.1 per cent.)

COLD STORAGE HOLDINGS

	(Thousands of pounds)			
	Oct. 1958	Sept. 1958	Oct. 1957	5-Yr. Avg.
Frozen Beef	124,237	110,139	95,440	126,104
Cured Beef	12,961	13,320	12,766	8,116
Total Pork	136,158	127,088	138,412	185,291
Lamb & mutton	9,975	9,927	5,616	8,978

WHOLESALE DRESSED MEATS

	(Chicago)		Nov. 21, 1957		Nov. 20, 1958	
Beef, Prime	\$42.50	45.00	\$43.00	45.50		
Beef, Choice	39.00	42.00	41.00	45.50		
Beef, Good	36.00	39.00	40.50	43.50		
Beef, Std.	33.00	36.00	40.00	43.00		
Veal, Prime	44.00	46.00	51.00	53.00		
Veal, Choice	41.00	44.00	47.00	51.00		
Veal, Good	35.00	41.00	41.00	48.00		
Lamb, Choice	44.00	48.50	44.00	49.00		
Lamb, Good	42.00	45.00	42.00	47.00		
Pork Loin, 8-12#	37.00	51.00	41.50	45.00		

CHICAGO LIVESTOCK PRICES

	Nov. 21, 1957		Nov. 20, 1958	
Steers, Prime	\$25.50	27.25	\$25.50	28.50
Steers, Choice	23.50	26.00	25.00	28.00
Steers, Good	20.50	24.25	24.00	26.75
Steers, Std.	19.00	21.00	23.00	25.50
Cows, Comm.	15.00	16.25	19.25	20.50
Vealers, Gd.-Ch.	25.00	28.00	29.00	33.00
Vealers, Std.	20.00	25.00	24.00	29.00
Calves, Gd.-Ch.	19.00	24.00		
Calves, Std.	17.00	19.00		
F.&S. Strs., Gd.-Ch.	20.00	26.50	24.50	30.00
F.&S. Strs., Cm.-Md.	15.50	21.00	22.50	26.50
Hogs (180-240#)	16.85	17.75	17.50	18.60
Lambs, Gd.-Ch.	21.00	22.50	19.50	22.50
Ewes, Gd.-Ch.	6.50	7.50	5.50	8.00

COVER PICTURE

An artesian well and lush grass combine with the Braford cattle of Alto Adams and Sons ranch near Fort Pierce, Fla., to provide fine Florida beef—and a pleasant picture for Lyle Liggett, American National information director.

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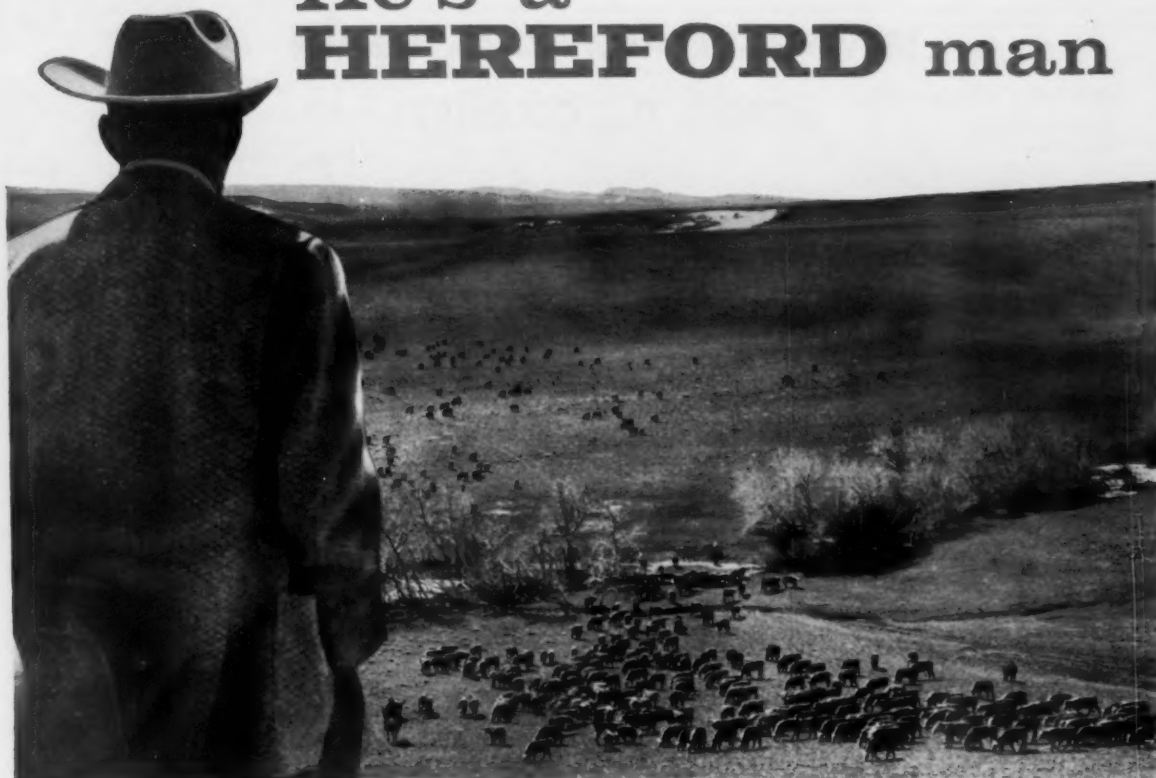
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Whiteface Bulletin

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